35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 5, 1960

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The 38.6 million foreign tv sets: USIA gives a worldwide report 90

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ACTION! DRAMA!

Stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

"Miami Undercover"

starring
LEE BOWMAN
as Jeff Thompson
with
ROCKY GRAZIANO
as "Rocky"

YOUR ZIV-UA MAN CAN TELL YOU IF YOUR MARKET IS STILL OPEN!

ALREADY BOUGHT BY

KABC-TV	Los Angeles	WAVY-TV	Norfolk-Portsmouth
WLW-A	Atlanta	KERO-TV	Bakersfield
KVOS-TV	Bellingham	KKTV	Colorado Spgs.-Pueblo
WKBW-TV	Buffalo	WLW-C	Columbus
KTSM-TV	El Paso	KOA-TV	Denver
KID-TV	Idaho Falls	KPRC-TV	Houston
WLW-I	Indianapolis	KSL-TV	Salt Lake City
WCCO-TV	Mnpls.-St. Paul	WDSU-TV	New Orleans
WLBW-TV	Miami	WKRC-TV	Cincinnati
KFYR-TV	Bismarck	KTVK	Phoenix

and many others!

The New Power In TV Programs . . .

United Artists

ZIV

CAPTURES THE ADVENTURE, EXCITEMENT AND ROMANCE

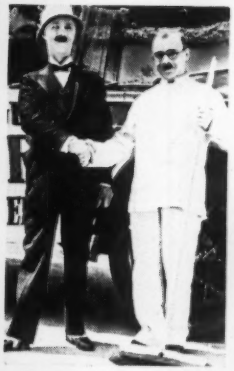
Of America's Fabulous Playground! Here is superb television entertainment destined to be the season's most unusual success!

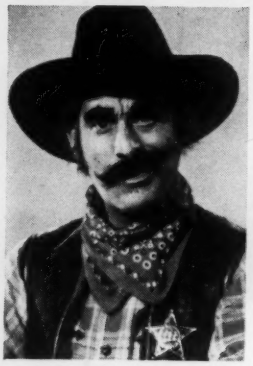
FILMED ON LOCATION IN MIAMI!

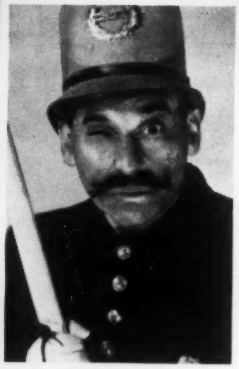
Against a background of luxurious hotels, exotic nightclubs . . . interesting people seeking fun and excitement! A gay, carefree resort that must be kept free of undesirable guests, embarrassing scandal, crime of any sort!

Ziv-United Artists, Inc.
488 Madison Avenue
New York 22, N.Y.
Produced by SCHENCK-KOCH ENTERPRISES, INC.

FUNNY MANNS







Look mann, suppose you had the best of old-time movie comedy in 130 eight-minute sequences? Suppose they featured such timeless greats as the Keystone Cops, Ben Turpin, Harry Langdon, Louise Fazenda and many others in highlights of their merriest comedies? Well, you can stop supposing—because that's...

FUNNY MANNS. And then some! Each sequence is humor-enriched with specially created bizarre sound effects and scored with original fun-filled, live music. What's more, they're all integrated with up-to-date laughmanship by FUNNY MANNS and all his relatives: Mail Mann, Milk Mann, Fire Mann, Rich Mann, Police Mann and so on up the Mann family tree. Actually, they're all that very funny mann, CLIFF NORTON. All told, FUNNY MANNS is a winning combination for kids everywhere, kids of all ages—everybody who likes to laugh—and who doesn't?

FLEXIBLE MANNS. This show is really flexible. You can integrate single episodes within larger shows of your own, tie them in with your local emcee, or put them together for any program length to meet your individual station programming requirements.

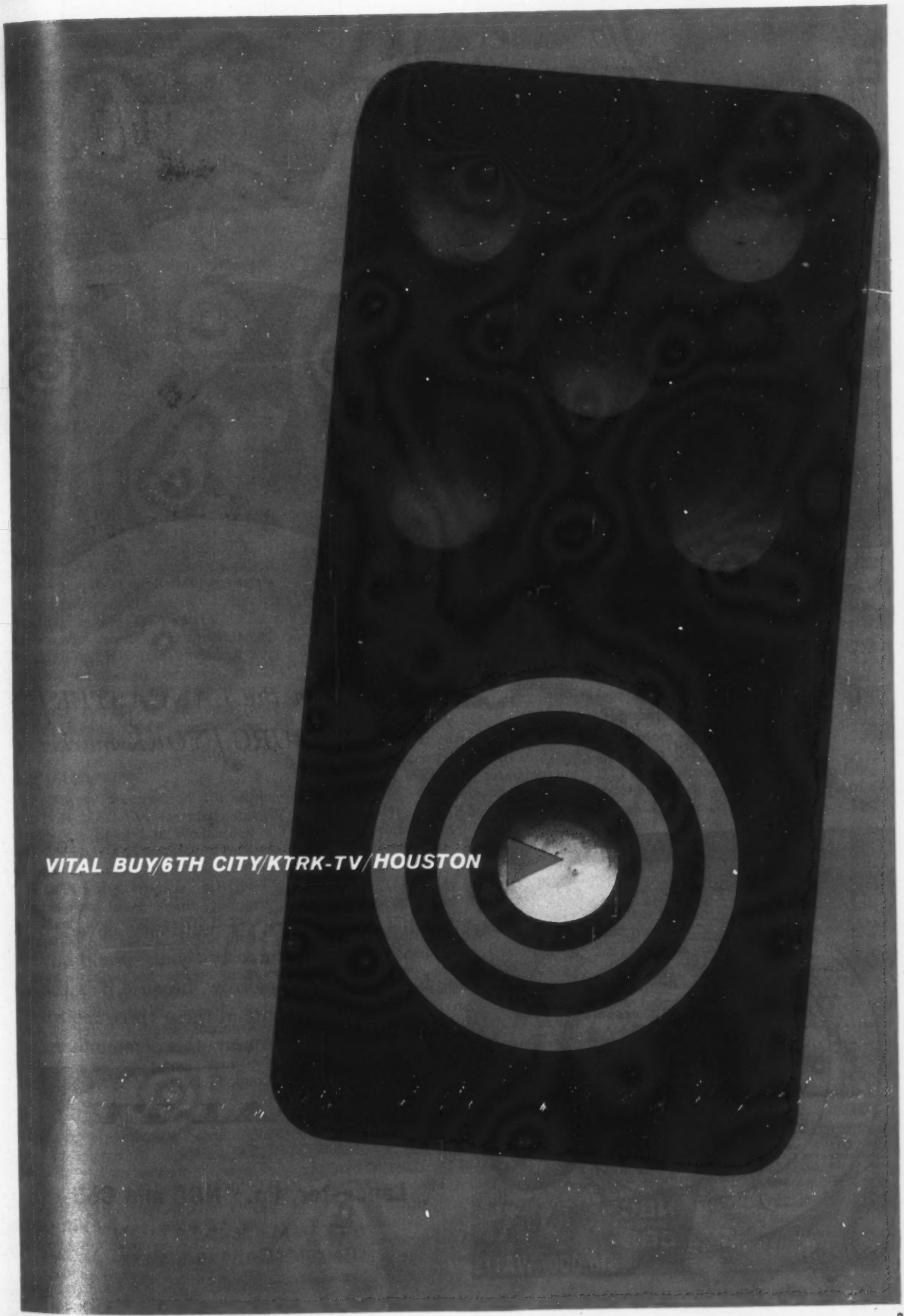
Pre-sold? Discover for yourself how many advertisers and agencies have already said they want to buy in to FUNNY MANNS. They're just waiting for this program to be logged in your market!

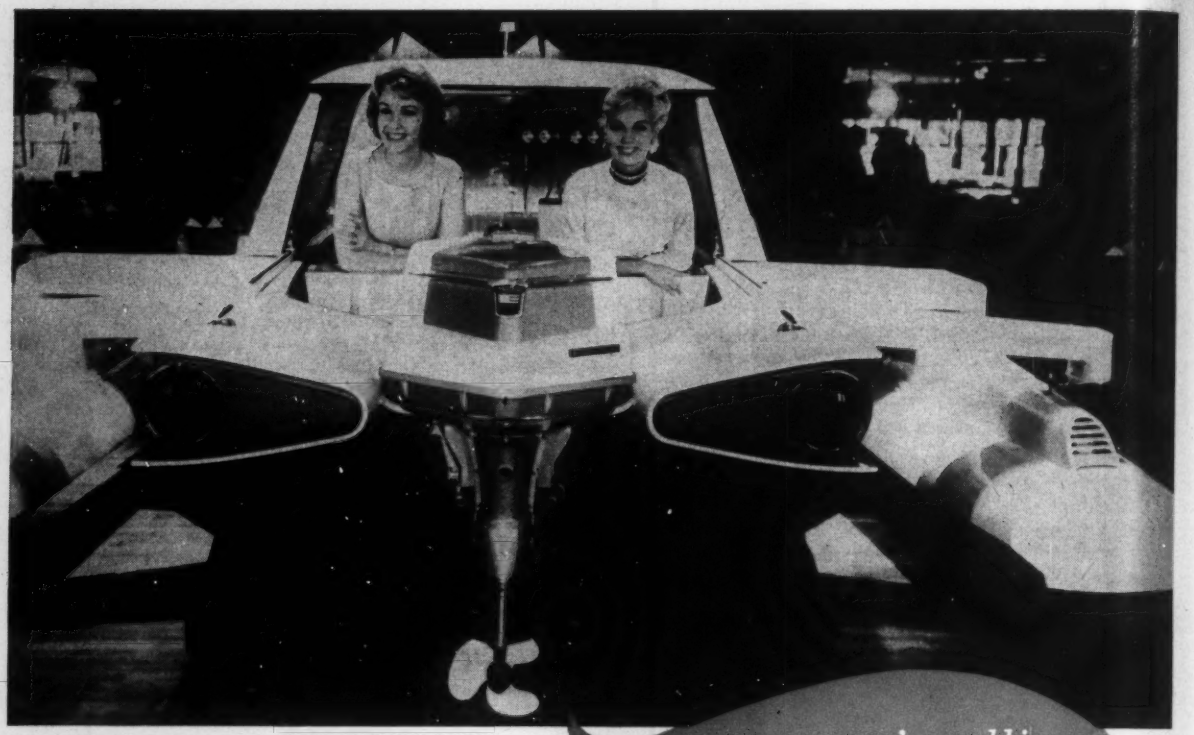
FUNNY MANNS is produced and directed by the former Executive Director of Children's Programming at NBC, the man who created "Howdy Doody," E. Roger Muir, who has proved he knows how to attract and entertain young audiences.

With CNP's FUNNY MANNS... the kids in your area will be laughing. Your advertisers will be happy. You'll feel pretty good yourself. What are you waiting for?

CNP

NBC TELEVISION FILMS, A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS


VITAL BUY/6TH CITY/KTRK-TV/HOUSTON



UNITED PRESS INTERNATIONAL PHOTO

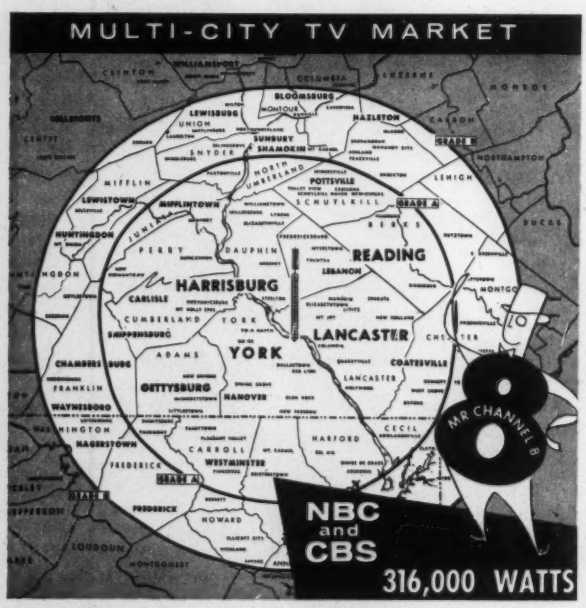
CRUISE OF THE FUTURE
The "Jetstream", new 16' outboard boat, features retractable rocker-arm pontoons for smoother riding. Powered by 75-horsepower motor, craft has been designed as a family runabout.

tomorrow's selling is here today

in the LANCASTER / HARRISBURG / YORK market

WGAL-TV

This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.



WGAL-TV
Channel 8
Lancaster, Pa. • NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Live from White House

It's learned authoritatively that Pierre Salinger plans this week to make his first contact with networks on President-elect Kennedy's proposed live prime-time news conference telecasts. Mr. Kennedy's associates are thinking in terms of at least one live telecast to be scheduled early in administration with others to follow "intermittently" rather than on regular basis. Current plan is to use question-and-answer technique with some change in standard presidential news conference format (also see story page 68).

Kennedy people are proposing that first live telecast of news conference be held shortly after Inauguration Day, Jan. 20. Next-day conference—initially preferred—is ruled out by fact it falls on Saturday. Associates are confident that Sen. Kennedy will come off well because of his question-and-answer skills shown in campaign during tv's "Great Debates," and they see audience value plus play in morning newspapers as result of late-hour tv conference.

No thanks

Cox stations' Leonard Reinsch, whose adeptness at handling tv-radio phase of successful Kennedy campaign would give him his pick of number of posts in incoming Democratic administration, has told President-elect that his decision to remain in broadcasting still stands. Mr. Reinsch made position clear in private conference at Sen. Kennedy's Georgetown home last Thursday afternoon.

Big pitch

Full-dress presentation for affiliation with NBC-TV was made to network's top brass last Wednesday by ch. 2 KTVU Oakland-San Francisco in hope of making shift when current affiliation with *Chronicle's* KRON-TV expires next June. Ward D. Ingrim, president, and William D. Pabst, executive vice president, made pitch in behalf of non-affiliated station at previously arranged session attended by NBC's top echelon, including Chairman Robert W. Sarnoff, President Robert E. Kintner, Station Relations Vice Presidents Harry Bannister and Thomas E. Knode, and Vice President-General Counsel Thomas E. Ervin.

More than usual significance attaches to presentation because NBC has contracted to purchase KTVU for $7.5 million as part of parlay involving sale by network of WRC-AM-FM-TV Washington to Tom O'Neil's RKO General Inc. for $11.5 million and even-up swap of NBC's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV, WRKO (FM) Boston. Entire transaction is tied up in litigation before FCC and in courts, with Chronicle *and Westinghouse Broadcasting Co. as complainants.*

Branching out

Leading producer of tv audience-participation and panel shows, Goodson-Todman Productions has launched diversifying "crash program" in filmed series for prime-time network viewing. While NBC-TV has scheduled Goodson-Todman's *One Happy Family* to start next month (page 86) and hour-long action-adventure series, *Las Vegas,* for 1961-62 (page 82), producers also have ABC-TV on string for half-hour western, *The Yank.* Other shows currently in work are *Medical Detectives* and *U. S. Secret Service,* both half-hour series. Negotiations for their placement are going on this week in Hollywood. Meanwhile, company's newest game show, *Say When,* makes NBC-TV debut Jan. 2.

Music matters

It seems safe bet that when next round of negotiations for ASCAP television music licenses starts next year there will be new man heading legal battery for tv stations. If there were any doubts, they presumably were dissolved last week by disclosure that Judge Simon H. Rifkind, counsel to All-Industry Tv Music License Committee in last two go-rounds with ASCAP, has been retained by ASCAP as special counsel (but probably not for work on tv licensing, ASCAP official said). New ASCAP tv negotiations are more imminent than anybody ever involved in them likes to think. Current contracts expire year from now (Dec. 31, 1961), and getting new agreement always takes months at very least.

While tv gets ready for next round with ASCAP, radio talks on music license questions go on. All-Industry Radio Music License Committee, which worked out new radio agreements with ASCAP and BMI earlier this year, has been talking lately with SESAC. Objectives include reduction in rates, more uniform structure and uniform termination dates, but progress thus far is understood to be virtually non-existent. All-Industry representatives in talks are Chairman Robert T. Mason, WMRN Marion, Ohio; Elliott Sanger, WQXR New York, and Emanuel Dannett, committee counsel. SESAC representatives have included E. S. Prager, assistant to president; and other officials.

Yes and no

Rare occasion when two government departments appear on opposite sides is possibility in current court test of FCC's attitude on option time. Split may result when FCC and Justice Dept. file replies to court attack on commission's action last month by KTTV (TV) Los Angeles. FCC last September said option time was "reasonably necessary" for tv networking, lopped 30 minutes from each of present three-hour option segments in broadcast day. Vote was narrow 4-3 decision. KTTV appealed this and networks and affiliate committees have asked to be permitted to intervene (BROADCASTING, Nov. 28). FCC must work through Justice Dept. in this, but Justice antitrust lawyers have made no bones they think option time practice is antitrust violation.

On the prowl

Look for Reeves Broadcasting & Development Corp., New York, to continue its expansion into television station (and possibly radio station) ownership. Appointment of J. Drayton Hastie as president of company's broadcast division (see WEEK'S HEADLINERS) points up company's interest in acquiring station properties. Reeves owns WUSN-TV Charleston, S. C.; KBAK-TV Bakersfield, Calif., and, subject to FCC approval, WHTN-TV Huntington, W. Va.

Travel note

FCC's Broadcast Bureau will be operating without its chief, Harold Cowgill, for next several weeks. Mr. Cowgill left two weeks ago on extended vacation and is not due to return to commission post until second week of January. This means Cowgill reign as head of FCC's principal radio-tv arm is probably over for all practical purposes as new administration is expected to pick its own men for that post and other top-rated commission staff positions. Mr. Cogwill's vacation hideway: Miami.

Year is up

Gayle Gupton, for past year director of Clear Channel Broadcasting Service, Washington, has resigned effective Jan. 1 to return to Third National Bank in Nashville. Committee of three, comprising Ward L. Quaal, WGN Chicago, John H. Dewitt Jr., WSM Nashville and Harold V. Hough, WBAP Fort Worth, has been named to select successor. Mr. Gupton became clear channel director in November 1959.

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TOP ACCEPTANCE*

For those with an eye toward figures, there's only one in every crowd who is the real standout. And in the Twin Cities, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations *combined!*

This top *acceptance* has real impact with 1,022,610 radio families in a 114-county basic service area. And it's yours at the Northwest's *lowest cost per thousand* . . . less than one-third the average cost of all other Twin Cities stations. So, when you want your product to be the center of attraction, tell your story on WCCO Radio.

WCCO
RADIO
Minneapolis • St. Paul

Northwest's only 50,000-Watt 1-A Clear Channel Station

Source: Nielsen Station Index, July-August, 1960 6 AM-Midnight, 7-Day Week.

Represented by

CBS RADIO SPOT SALES

WEEK IN BRIEF

Video tape, hailed as a wonder tool when it was introduced less than five years ago, is making headway in television programming and advertising but still has some important hurdles to clear, especially in the area of commercials. That's the way leading agency executives look at it in a situation report on tape's progress, problems and prospects. See . . .

VIDEO TAPE AND COMMERCIALS ... 31

Now's the time for tougher tv program standards and the way to get them is a conference among advertiser, agency, film and network people, guided by NAB's advice and consent. That was the call sounded by Hendrik Booraem Jr. of Ogilvy, Benson & Mather before New York's Radio and Television Executives Society. It was met with less than enthusiastic reception by NAB and network executives. See . . .

TV SELF-DISCIPLINE INEFFECTIVE ... 34

Being an evangelist of health has brought Jack LaLanne a healthy income. His morning exercise show on KTTV (TV) Los Angeles now is syndicated in 18 markets. He's his own sponsor: while leading the housewife through figure-trimming exercises he sells health products from pills to cookbooks and all bearing the La Lanne label. His show is top-rated for its time slot in most markets. See . . .

LADIES LOVE TV'S EXERCISE MAN ... 46

Broadcast journalism has come of age, two of radio-tv's most outspoken critics told the annual convention of Sigma Delta Chi in New York last week. Television's election role also was emphasized. But local news operations got a sharp picking over; so did tv commentary. See . . .

RADIO-TV NEWS MATURITY ... 56

What the federal regulatory agencies need are better men, stronger law in critical economic fields and more effective inter-agency coordination. So hints James M. Landis, about his forthcoming report to President-elect Kennedy. See . . .

REGULATORY AGENCY PROSPECTS ... 64

President-elect Kennedy plans to use the broadcast media widely when he enters the White House, but it will be upon his own terms. News conferences in prime evening time are expected to be open for live coverage, but they will be on no regular schedule and Mr. Kennedy will choose the subject with no sidetracking allowed. See . . .

THE FIRESIDE CHAT RETURNS ... 68

There is no reason why the FCC shouldn't approve RKO General's bid to try out subscription tv in Hartford, the commission's Broadcast Bureau says. Proposed findings and conclusions by the parties follow their hearing positions: RKO General says it has met all requirements for the three-year trial; movie theatre group claims approval would be against public interest. See . . .

FCC STAFF GIVES NOD TO PAY TV ... 68

How're you going to keep them down on the farm? By making sure they get adequate tv allocations there and by urging legislators and the FCC not to increase urban service at the expense of rural areas. The National Assn. of Tv & Radio Farm Directors goes on record at its Chicago convention. Suggestions to upgrade programming to the farm audience also were offered. See . . .

RADIO-TV: FARMER'S FRIEND ... 78

A controversial television program like "Open End" can sell a frequent turnover, mass consumer item like a soft drink. More than that, it can establish brand identification and market distribution effectively and quickly on a small budget. At least this has been the experience of Vernor's ginger ale in Los Angeles. For a sales success story, see . . .

MONDAY MEMO ... 22

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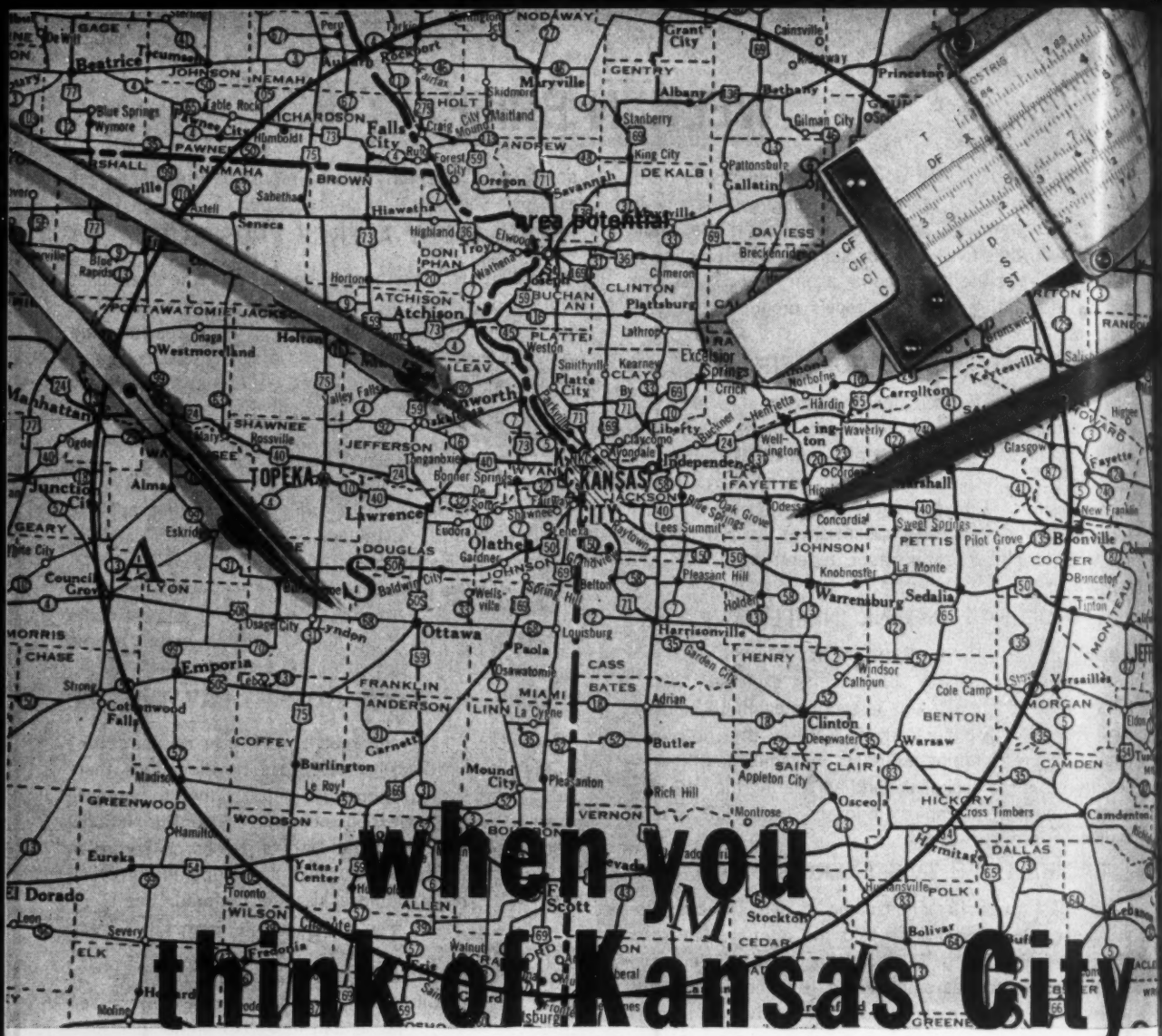


when you think of Kansas City remember our A. P.*

From the TALL TOWER at Broadcasting House

Kansas City is the trade hub of this entire 200-mile-wide market.
Serving hundreds of large and small towns like Peculiar, Missouri . . . Rulo, Nebraska and Tonganoxie, Kansas . . . KCMO-Radio and KCMO-TV give you 2,320,499 cash customers.

Get this big, bold, booming market at low cost-per-thousand on KCMO-Radio — 810 Kc. — 50,000 watts, Kansas City's most powerful station and KCMO-TV — Channel 5 — 100,000 watts full power from tall tower television.

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

Agency reform given in Landis testimony

President should lay whip across backs of federal regulatory agencies to get prompt action on cutting down agency backlogs and on formulating policy to meet modern needs, James M. Landis, who's making study of agencies for President-elect Kennedy, told Senate group Friday. He said he didn't think Congress is organized to carry out this task.

Mr. Landis, last witness before Administrative Practice & Procedure Subcommittee (early story page 64), listed 10 things he feels is wrong with agencies and gave ideas on cures. He makes his report to Sen. Kennedy by Dec. 15.

He said agency backlogs have been increased by lack of funds due mainly to Budget Bureau economies and "tendency" toward "committee" operations ("an agency head calls in six people to help him with a problem"). He felt high costs of agency proceedings discourage public interest.

Commission members and staff don't have enough expertise, he said, adding he thinks this can be cured by better methods of selection, longer tenure in office (10 years for agency members) and recruitment of promising young men.

He was unexcited by recent disclosures of agency misconduct. President can set up ethics providing removal for misbehavior and disbarment can be used against unscrupulous lawyers. He said he wasn't worried about influence members of Congress might exert on agencies.

He saw no evil in a former agency member or staffer practicing before same agency on matters he hasn't handled.

Blame for insufficient manpower in agencies belongs to executive department, he felt. He thought agencies could speed up work by delegating decisions to individual members or giving hearing examiners more power in final decisions, with limited review. He also opposed opinion writing staffs as relieving agency member of need for rationalizing decisions.

He felt agencies should co-ordinate procedure through special office with permanent secretariat, especially in substantive matters. He said he wasn't recommending banding agencies in one big agency covering broad field, but they should get together on common or overlapping problems.

NBC signs Disney

Walt Disney has been signed by NBC to produce full-hour weekly tv series in color and group of special tv programs in color and also to participate in variety of other projects, it was announced Friday (Dec. 2) by Roy O. Disney, president of Walt Disney Productions, and Robert Kintner, NBC president. Weekly series is planned for presentation over NBC-TV during 1961-62 season. Nature of "other projects" in which Disney will be involved will be announced at later date. Currently under contract to ABC-TV, Disney will produce last show for that network on Sept. 17, 1961, ABC-TV spokesman said.

New talent agreement: 'moderate increases'

Negotiators for networks, advertising agencies and film producers and Screen Actors Guild and American Federation of Television & Radio Artists announced Friday (Dec. 2) that they had reached agreement "in principle in all substantive areas." Agreement was reached suddenly early Friday although negotiators had scheduled meetings for weekend (early story, page 61).

Proposed agreements will be submitted for approval to national boards and memberships of AFTRA and SAG. Subject to these approvals, further meetings will be held to draft agreements embodying new terms and conditions. New contracts will be for three years to replace SAG and AFTRA pacts of two year duration that expired Nov. 15. Details of proposed agreements were not revealed, but it was reported management had agreed to "moderate" increases.

Storer tv rep firm to open doors July 1

Storer Broadcasting Co. will establish new national spot sales organization to represent its five owned tv stations effective July 1, it is being announced today by Stanton P. Kettler, Storer executive vice president for operations. Mr. Kettler said new firm will have offices in New York and Chicago initially, with other cities to be added later.

Peter Storer, managing director of Storer's WSPD-TV Toledo and son of Board Chairman-President George Storer Sr., has been named general manager of new sales organization. New York office will have sales team of 10 men plus research, promotion and other departments. Chicago office will include manager and five salesmen.

New organization will be incorporated and eventually will function as general tv spot representative, but initially will handle only Storer's five tv outlets: WJBK-TV Detroit, WJW-TV Cleveland, WITI (TV) Milwaukee, WAGA-TV Atlanta and WSPD-TV.

There will be no change in present representation of Storer's seven owned radio stations, Mr. Kettler said.

E. W. Scripps slated for SDX presidency

E. W. (Ted) Scripps, vice president of Scripps-Howard Newspapers and associated Scripps-Howard radio and tv stations, was to be nominated Saturday for presidency of Sigma Delta Chi, professional journalism society. Nomination customarily is tantamount to election (early story page 56).

Others who were to be nominated: Buren McCormack of *Wall Street Journal*, first vp (president-elect); Walter Burroughs, Costa Mesa (Calif.) Newspapers, secretary (renominated), and Theodore F. Koop, director of Washington news and public affairs for CBS News, treasurer.

Dr. Frank Stanton, president of CBS Inc., was slated for nomination as fellow of SDX, highest honor bestowed by society. Citation recognized his "pioneering" in development of electronic journalism and "leadership" in fight for freedom of radio-tv as journalism media entitled to protection of First Amendment. "Largely through his determined efforts," citation continued, "the way was opened for congressional amendment of Sec. 315 of the Communications Act to exempt news programs from its restrictive provisions and for congressional waiver of this equal-time provision in the presidential elections of 1960 which made possible the Kennedy-Nixon debates over tv and radio."

KYME sale protested

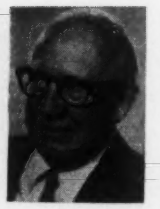
Charge that prospective purchaser of two Idaho broadcast stations may be violating Securities & Exchange Act was made Friday before FCC.

KBOI-AM-FM and KTVB (TV), both Boise, asked FCC to set for hear-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Harper



Mr. M. Needham

Mr. Isham

Mr. R. Needham

Mr. Whalley

Paul C. Harper Jr. promoted from executive vp to president of Needham, Louis & Brorby, Chicago-based agency. He succeeds **Maurice H. Needham,** advanced to board chairman and also heads executive committee. **James L. Isham** promoted from vp to executive vp in charge of creative services and **Richard H. Needham** from operating committee chairman to executive vp in charge of administration. They also will serve, along with **John F. Whalley,** financial vp, on newly-named executive committee. Melvin Brorby continues as senior vp in semi-retired capacity. All are members of agency's board of directors.

Thomas A. McAvity, senior vp of M-E Productions, N. Y., and vp, tv-radio programming, McCann-Erickson (U.S.A.), appointed to new post of vp of programming in radio-tv department of J. Walter Thompson Co., N. Y. **Dan Seymour** continues as vp and director of radio-tv department. Before joining McCann, Mr. McAvity had been with NBC during two separate periods. In 1951, he became national program director of NBC and subsequently served as vp in charge of network television programs and executive vp in charge of network programs and sales, leaving in 1956.

J. Drayton Hastie, vp of Reeves Broadcasting & Development Corp., N. Y., named to newly-created post of president of company's Broadcast Div., which operates WUSN-TV Charleston, S. C.; KBAK-TV Bakersfield, Calif., and subject to FCC approval, WHTN-TV Huntington, W. Va. Mr. Hastie earlier had been president and general manager of WUSN-TV. Broadcast Div. headquarters is in Charleston. **Chester L. Stewart,** vp of Reeves Broadcasting, appointed president of Reeves Sound Studios Div., New York, which operates sound and video tape recording and editing services for advertising, broadcasting and motion picture industries.

Mr. Livingston

Norman S. Livingston, previously associated with NBC as coordinator of corporate planning, appointed vp of Tv Stations Inc., New York, station-owned organization which operates film-buying service for over 100 member tv stations. Mr. Livingston joined NBC in 1956 as director of programs for NBC Radio, later advancing to director of program sales. He has also been with Telenews Film Corp. as executive vp and earlier served eight years as general manager of WOR-TV New York.

Mr. Flynn

Henry R. Flynn, formerly executive assistant to president of Nafi Corp. Broadcast Div., appointed vp in charge of Kenyon Brown's personally owned radio stations: KITO San Bernardino, KSON San Diego, both California; KANS Kansas City, Mo. and KGLC Miami, Okla. One-time head of CBS Spot Sales, New York, Mr. Flynn has also held executive sales positions with CBS-owned KNX, Paramount's KTLA (TV) and Nafi's KCOP (TV), all Los Angeles.

For other personnel changes of the week see FATES & FORTUNES

ing application for sale of KYME same city from Keith E. Patterson to Publix Broadcasting Co. for $116,000. KBOI-KTVB petition claimed Publix has also contracted to buy KCIX-TV Nampa, Idaho, and was selling stock to Idaho citizens without registering with SEC. It asked also that FCC look into financial qualifications of Publix principals.

Bonus from RCA

Extra dividend of 2% on common stock was declared by RCA Friday (Dec. 2) after board meeting. This is added to regular quarterly cash dividend of 25 cents per share. Extra dividend, equal to one given last year, is payable Jan. 30 to holders of record Dec. 16. Based on Dec. 1 closing, it would be worth about $1.10 per share. RCA also declared 87½-cents-per-share dividend on first preferred stock for period Jan. 1-March 31, 1961, payable April 1 to holders of record March 6.

CBS in Louisville

CBS Radio will pick up affiliate in Louisville, Ky., effective Jan. 2 when WKYW (900 kc, 1 kw daytimer) joins as outlet there, network authorities said Friday. CBS Radio has had no affiliate in Louisville since July 1959 when WHAS left in opposition to network's Program Consolidation Plan. Revised PCP with its greater emphasis on news was reason ascribed for WKYW's decision to affiliate after years of operation as music-and-news independent. Station was founded in 1947, is owned by Radio Kentucky Inc.

KWK hearing delayed

FCC Hearing Examiner Forrest McClenning Friday granted petition of FCC Broadcast Bureau and postponed without date hearing of KWK St. Louis revocation case. Station has been accused of conducting unfair contests and has been ordered to show cause why license should not be revoked (BROADCASTING, Nov. 28). KWK wanted case heard as soon as possible to clear its name, but Broadcast Bureau said proposed date of Dec. 14 for hearing would not give staff time to prepare case.

Gulf signs NBC news

Gulf Oil Corp., through Young & Rubicam, N. Y., has signed with NBC-TV in unique arrangement: advertiser over year will set aside more than $1 million for major news events (treated in half-hour or hour-long depth reports). NBC-TV will program Gulf shows but advertiser is to be informed in advance giving it right to reject or accept sponsorship of given program. Bank of commercials (on tape or film) will be held by NBC-TV, Gulf indicating which commercials are to be inserted at time. Texaco, via Cunningham & Walsh, is 52-week sponsor of Huntley-Brinkley news show in early evening on NBC-TV.

Daddy carries the doll for the nation's first young lady.

The scene of this exclusive shot: Washington's Holy Trinity Church.

The cameraman: UPI's Jim Atherton.

United Press International

UPI NEWSPICTURES TELL THE STORY

The Embassy of Australia

His Excellency, the Ambassador of Australia to the United States and Mrs. Howard Beale photographed at the Australian Embassy in Washington, D. C. . . . another in the continuing WTOP-TV series on the Washington diplomatic scene.

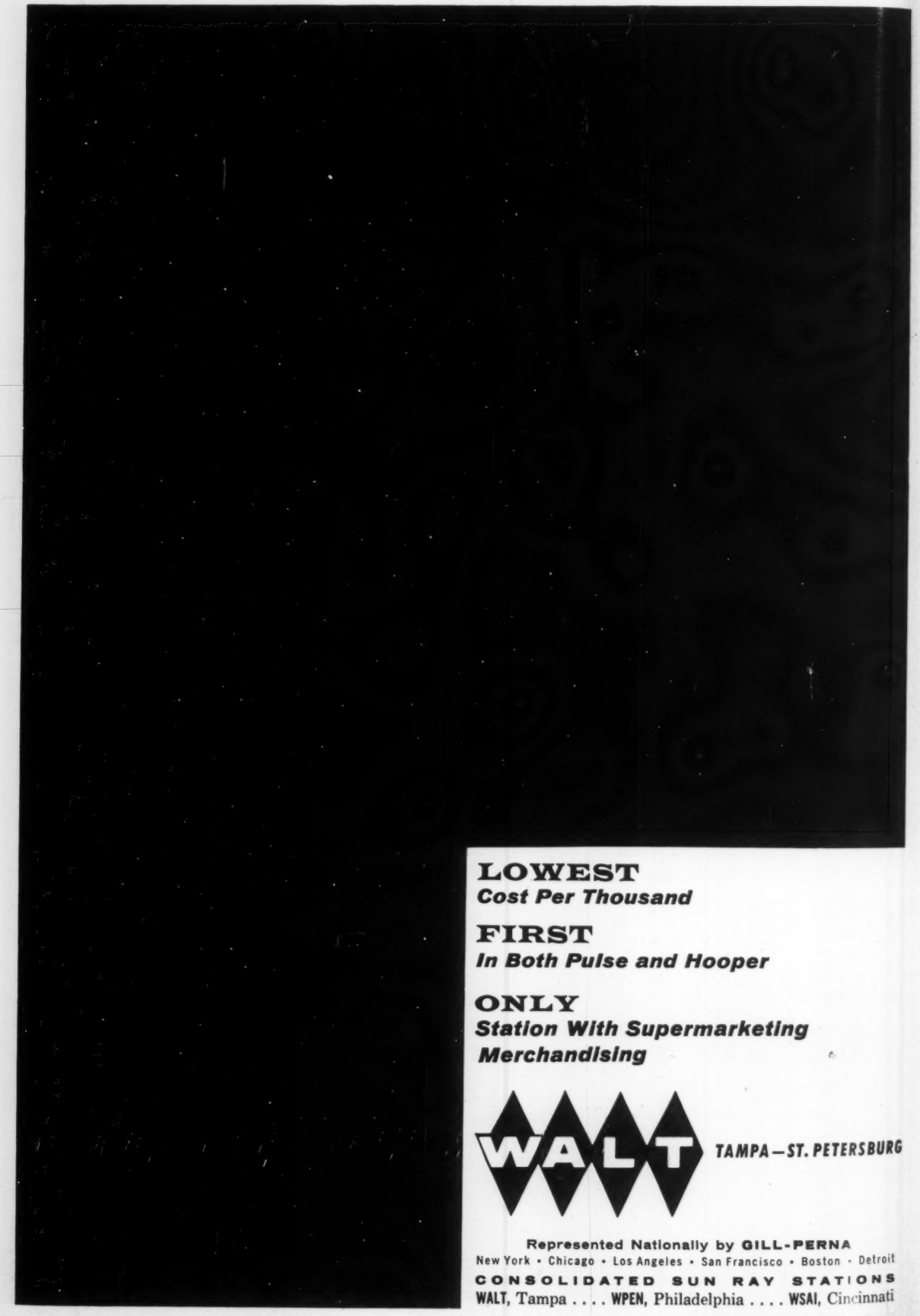
Photograph by Fred Maroon

WTOP-TV 9
WASHINGTON, D. C.

REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division:

WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.


LOWEST
Cost Per Thousand
FIRST
In Both Pulse and Hooper
ONLY
Station With Supermarketing
Merchandising
WALT
TAMPA—ST. PETERSBURG
Represented Nationally by GILL-PERNA
New York • Chicago • Los Angeles • San Francisco • Boston • Detroit
CONSOLIDATED SUN RAY STATIONS
WALT, Tampa .... WPEN, Philadelphia .... WSAI, Cincinnati

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

DECEMBER

Dec. 5—**Hollywood Ad Club** luncheon. Hollywood Roosevelt Hotel. Gen. Charles S. D'Orsa, commanding officer, Army Combat Development Experimentation Center, Fort Ord, will discuss how the Army is developing 1970's combat weapons today.

Dec. 6—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Lou Hausman, Television Information Office, will moderate and C. Wrede Petersmeyer and Herman Land, Corinthian Broadcasting Corp., are among participants. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Dec. 7—**Advertising Council** annual Hollywood luncheon, Studio 33, CBS Television City. Frank Pace Jr., chairman, General Dynamics Corp., and vice chairman, President's bi-partisan commission on national goals, will speak.

*Dec. 7—**Hollywood Ad Club** workshop on market research at Hollywood Roosevelt, 11 a.m.-2 p.m. Dorothy D. Corey, president of Facts Consolidated, will moderate panel comprising Dr. Raymond Jessen, Corporation for Economic & Industrial Research; Robert Nelson, *Los Angeles Times*; Tyler MacDonald, Hixson & Jorgensen; Dr. Robert Craig, USC.

Dec. 8—**Broadcast Pioneers**, New York chapter, Christmas party. 6 p.m., Empire Room, Lexington Hotel, New York City.

Dec. 9—Comments due on **FCC** proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues.

*Dec. 19—**Broadcasting Executives Club of New England** annual Christmas party. Grand Ballroom, Sheraton-Plaza Hotel, Boston, 5 p.m.

Dec. 31—Deadline for entries in first **International Broadcast Awards** competition of Hollywood Advertising Club.

*Dec. 31—Deadline for submitting nominations for the **Alfred I. duPont Awards.** The categories are: a large station for outstanding programming; a small station for similar excellence, and an outstanding news commentator. Awards are for radio or tv. Submit entries to Prof. O. W. Riegel, head of the Dept. of Journalism and Communications, Washington and Lee U., Lexington, Va.

JANUARY 1961

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.

Jan. 10—Deadline for entries for the **George Foster Peabody Radio & Television Awards.** The awards give recognition to programs, stations, networks and individuals. Categories for both radio and tv are: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. Entry blanks and further information may be obtained from the Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

*Jan. 10—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Johnny Carson will discuss what show business people think of the broadcast media. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

*Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv

THE PICTURE HAS CHANGED

in the important

ALBANY-SCHENECTADY-TROY MARKET!

WAST . . . Lucky Channel 13 . . . is the ONLY area TV station posting *consistent* and *considerable* day and nighttime audience gains.

ARB, November '58 to March '60, WAST	UP 48.8%
NSI average ratings, April '59 to March '60, 6 A.M.-6 P.M., WAST	UP 49%
Saturday-Sunday 6 P.M.-Midnight WAST	UP 31.3%

A S W 13 T

SELL Where People *BUY*

call your H-R *man*

Newest among the leaders serving America's greatest radio market!

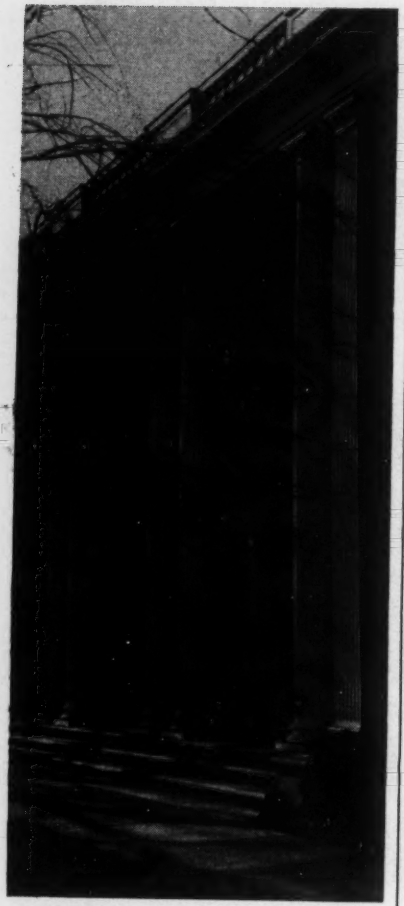
DIAL 1110 | 50,000 WATTS

K/RLA

RADIO LOS ANGELES

Represented by DONALD COOKE INC.

More audience per dollar than any other leading radio station in greater Los Angeles!



GATEWAY TO
THE HEART
OF SOUTH CAROLINA:

The 257,961 people who make WIS-Television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-Television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television

COLUMBIA • SOUTH CAROLINA NBC/ABC
a station of
THE BROADCASTING COMPANY
OF THE SOUTH

WIS-Television,
Channel 10, Columbia, S.C.
WIS Radio,
560, Columbia, S.C.
WSFA-TV,
Channel 12, Montgomery, Ala.

BCS

group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 21-22—Ninth annual **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

*Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Harry Renfro, in charge of radio-tv at D'Arcy, St. Louis, talks about use of local programs and/or syndication as compared to spot announcements. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 24-26—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc., and Arthur Hull Hayes, president of CBS Radio, will be among the featured speakers.

Jan. 27—**Educational Foundation of American Women in Radio & Television,** Board of Trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television,** board of directors meeting. Belmont Plaza Hotel, New York City.

*Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

FEBRUARY

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1—Deadline for entries in 38th annual **Better Copy Contest of Public Utilities Advertising Assn.** Twenty classifications to be judged include separate categories for radio and television. Not restricted to PUAA-affiliated companies. Further information available from W. L. Perdue, contest chairman, Kansas City Power & Light Co., 800 Kansas Ave., Topeka, Kan.

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La-Cienega Blvd., Los Angeles 35. Convention will be held in Biltmore Hotel there.

Feb. 4—**Directors Guild of America,** annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-6—Texas Assn. of Broadcasters spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—**1961 Advertising Week.**

Feb. 7—**International Broadcast Awards** banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 14-15—**Assn. of National Advertisers,** cooperative advertising workshop. Hotel Ambassador, Chicago.

*Feb. 18—**Western States Advertising Agencies Assn.** annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

Feb. 26—**Broadcast Pioneers,** New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

MARCH

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D.C.

ORGANIZATION

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Dec. 5-9, 12-14 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Dec. 5-9, 12-14 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Dec. 5-9, 12-14 (10:30-11 a.m.) **Play Your Hunch,** part.

Dec. 5-9, 12-14 (11-11:30 a.m.) **The Price Is Right,** part.

Dec. 5-9, 12-14 (12:30-1 p.m.) **It Could Be You,** part.

Dec. 5-9, 12-14 (2-2:30 p.m.) **The Jan Murray Show,** part.

Dec. 5-8, 12-14 (11:15 pm.-midnight) **The Jack Parr Show,** part.

Dec. 7, 14 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel

Dec. 7, 14 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Dec. 8 (7:30-9:30 p.m.) **Peter Pan,** Revlon through Grey Adv.

Dec. 8 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Dec. 8 (10-10:30 p.m.) **The Groucho Show,** Lorillard through Lennen & Newell and Toni through North Adv.

Dec. 9 (9-10 p.m.) **The Bell System Science Series,** AT&T through N. W. Ayer.

Dec. 10 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Dec. 10 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** Gen. Mills through Dancer-Fitzgerald-Sample.

Dec. 10 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Dec. 11 (6-6:30 p.m.) **Meet the Press,** sust.

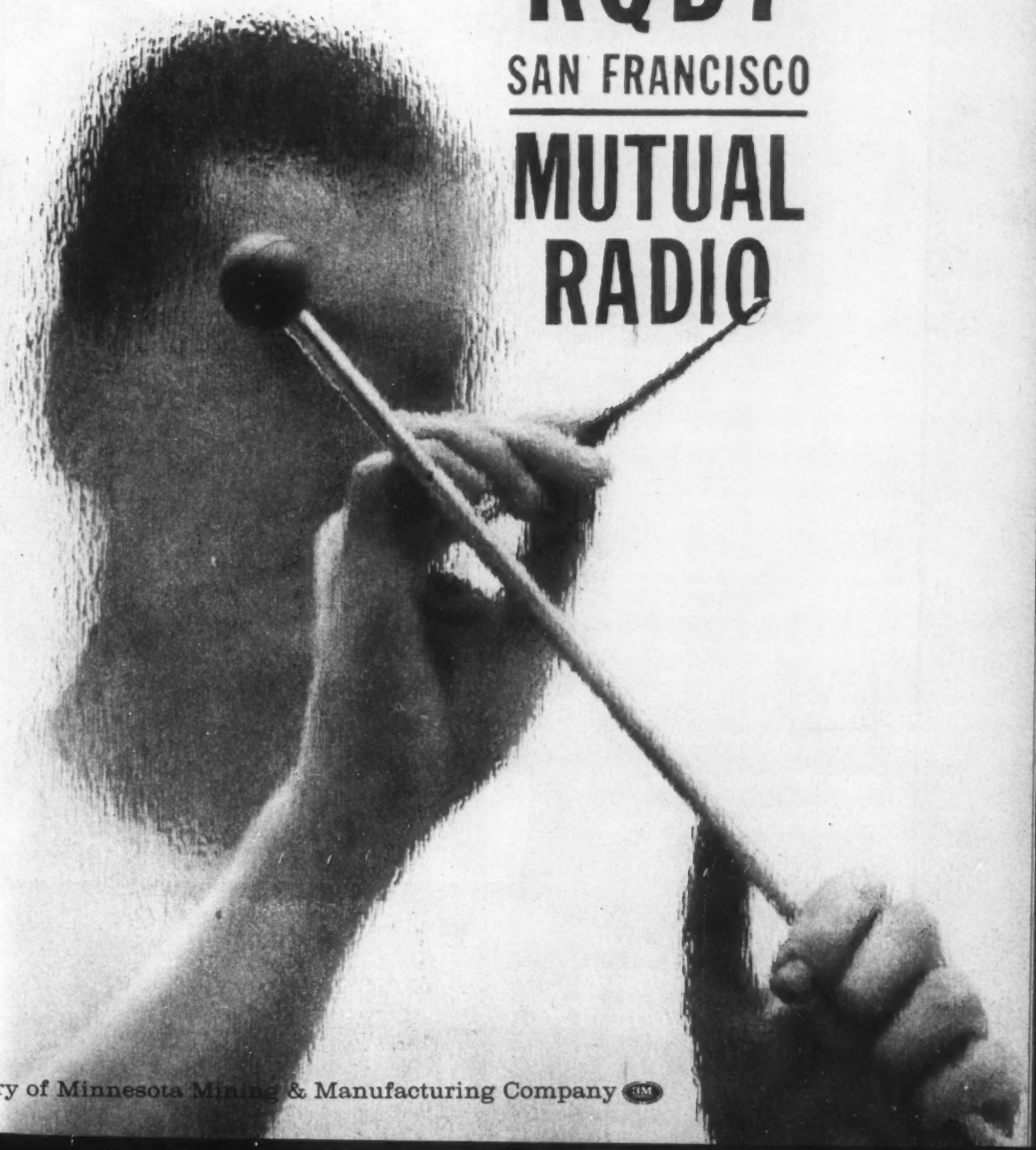
Dec. 11 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson. Beechnut through Young & Rubicam.

Dec. 11 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

KQBY GOES MUTUAL! Now KQBY, San Francisco's good music station, has joined Mutual Radio. It becomes one of the 400 local markets you get with your Mutual "buy." And here's the Mutual advantage: KQBY, like all Mutual affiliates, does its own local programming designed to appeal to the local listener. Mutual adds to this programming authoritative world-wide news, commentary and analysis–a prestige showcase for your sales message. Buy Mutual–you get the appeal of a locally programmed station plus the prestige of network news. Mutual is the network with double-barrelled local impact–a good place to make every advertising dollar work harder.

MUTUAL RADIO
A SERVICE TO INDEPENDENT STATIONS

KQBY
SAN FRANCISCO
MUTUAL RADIO



Subsidiary of Minnesota Mining & Manufacturing Company

WPIX

the prestige independent

New York is Giant in size and sales. It is not easily sold. WPIX-11, *New York's Prestige Independent*, delivers the "right tool at the right time"—*minute* commercials in prime *evening* time in a "network atmosphere." On WPIX-11 your commercials are in programs with the "network look." This "network atmosphere" also extends to our advertisers and our audience. 98% of our advertisers are national. The quality of the WPIX audience has been proved by A. C. Nielsen to be the *equal* of the leading network station's audience. *Minute* commercials in prime *evening* time . . . in a "network atmosphere" provide the "right tool at the right time."

where are your 60-second commercials tonight?

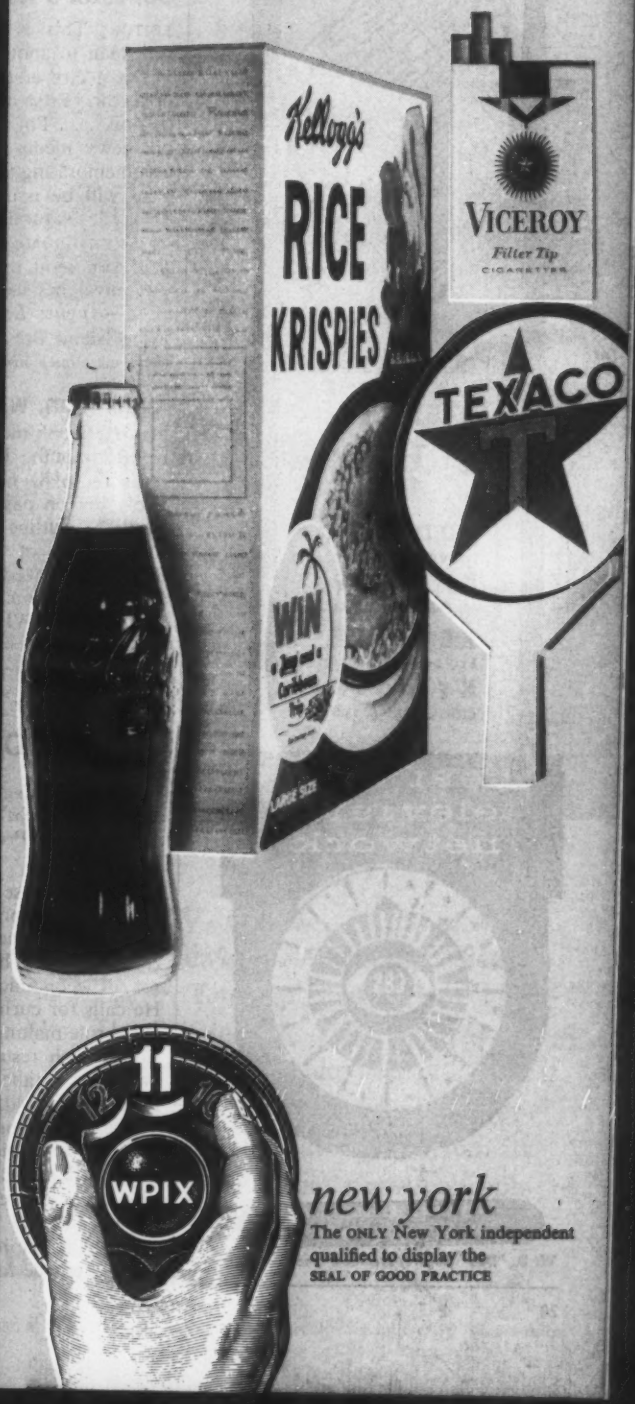
network programmin
M SQUAD / AIR POWER / MAN AND THE CHAL
HOW TO MARRY A MILLIONAIRE / MIKE HAMMER
INTO SPACE / HIGH ROAD / TARGET / SAN FRA
BEAT / THIS MAN DAWSON / DECOY / INVISIBL
NEW YORK CONFIDENTIAL / MEET MCGRAW /
TROOPER / YOU ARE THERE / TRACKDOWN / YOU
DO IT / SILENT SERVICE / MR. ADAMS AND EVE
HONEYMOONERS / SHOTGUN SLADE / NAVY LOG /
VENTURE / JEFF'S COLLIE / THE CALIFORNIANS /
JOURNEY / WHIRLYBIRDS / AND MANY MORE

network audiences

No significant difference! This was the verdict of the A. C. Nielsen Company following their *qualitative analysis* of the audiences of the leading *Network* station and WPIX, the prestige *independent*. This special study provides a *direct comparison* of audiences during the hours 7-11 PM, seven nights a week / FAMILY INCOME HOME OWNERSHIP / AUTOMOBILE OWNERSHIP / OCCUPATION / in other words, the "content" of a rating point on WPIX and the leading Network station is *the same!*

network advertisers

Brown & Williamson Tobacco Corp. / Procter & Gamble Company / Colgate-Palmolive Company / General Motors Corp. / Ralston Purina Company / Bristol Myers Company / General Electric Company / General Foods Corp. / American Tobacco Company / Standard Brands, Inc. / Coca-Cola Company / P. Ballantine & Sons / Kellogg Company / R. J. Reynolds Tobacco Company / Borden Company / General Mills, Inc. / Del Monte Foods / Texas Company / F & M Schaefer Brewing Company / And many more.



WPIX

new york

The ONLY New York independent qualified to display the SEAL OF GOOD PRACTICE

hottest Combination Yet!

1 purchase
1 film
1 billing

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KVER-TV
CLOVIS, NEW MEXICO

west texas television network

CBS

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

OPEN MIKE

Reaction where it counts

EDITOR: . . . you will be interested in hearing that after your story appeared (Oct. 24 issue, page 91, "Tv's own answer to tv complaints," WEWS (TV) Cleveland's *Your Child and You* series, offered in syndication by UPI), United Press received 75 requests from stations for audition prints; and on our own home station of WEWS we have sold the program to the East Ohio Gas Co. . . . —*Donald L. Perris, Assistant General Manager, WEWS (TV) Cleveland.*

Collector's item

EDITOR; This is a request from one newsman to another.

I'm a city editor. I'm also a stamp collector. First day covers are my obsession. . . . I'm collecting these covers on news media envelopes. A stamp commemorating the Echo I satellite balloon will be issued in Washington on Dec. 15. Naturally, I want the first day cover on BROADCASTING envelopes. . . . Will you send me six correspondence-size envelopes used by your magazine? . . .—*August Lockwood, City Editor,* Long Island Press, *Jamaica, L.I., N.Y.*

[The envelopes are enroute.—THE EDITORS.]

Right man, wrong station

EDITOR: Don't mean to look a gift horse in the mouth, because it's always a pleasure to be mentioned in your fine book, but on page 105 of the Nov. 21 issue the cutline under the picture of the officers of Broadcast Promotion Assn. has moved me to WREX-TV in Rockford. It's a real fine station, but I like it here at WHBF-AM-TV and hope to stay put, the boss willing.—*Heber E. Darton, WHBF-AM-TV Rock Island, Ill.*

BOOK NOTE

■ *"Broadcast Regulation and Joint Ownership of Media" by Harvey J. Levin, New York U. Press, Dec. 12, 1960, 219 pp.; $4.50.*

A strong case for tightening of the FCC's policy of diversification in the control of the mass media of communications is made by this associate professor of economics at Hofstra College. He calls for curbing of *ex parte* abuses, more rule-making and less *ad hoc* decisions which result in endless litigation, and gives an analysis of new media impact on the old. The research effort: 10 years. Among those cited for aid are ex-Commissioners James Lawrence Fly and Clifford J. Durr. Prof. Levin also urges tighter license renewal procedures and in some cases new grant "delays" in the hope another bid would allow a choice for greater diversity.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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*Reg. U.S. Patent Office.

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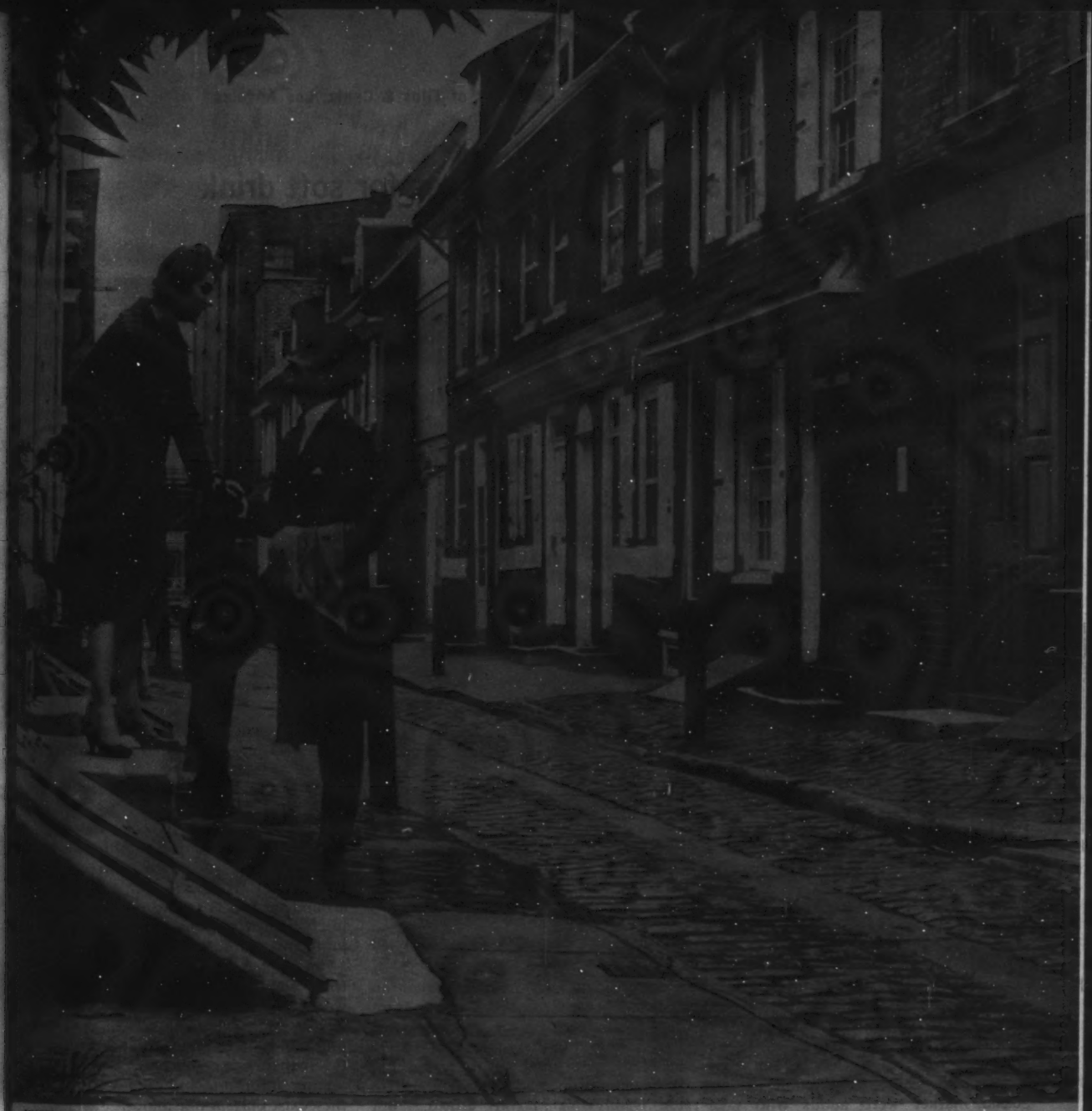


SHADES OF 1776. Whenever Mr. & Mrs. Metrodelphia are in a mood to step into the past, they can stroll in "Elfreth's Alley." But to make sure of staying in touch with the present, they bring WIP with them.

Suddenly you're in the 18th Century. Our most recent message dealt with Philadelphia's plans for entering the 21st Century. Today we step back 300 years, into "Elfreth's Alley," whose homes are identical to those in England of that long ago. Come next May, residents will celebrate "Elfreth's Alley Day" (a legal holiday) by dressing up in costumes of the same vintage as the houses. While they do, it's likely they'll hear **WIP** talking on-the-air about this revered tradition, as part of its community affairs coverage. This is typical of the public consciousness which has helped differentiate **WIP** from its opposite numbers for 39 years. And with the added impact of Metropolitan's new concepts of news, service and showmanship **WIP** is growing rapidly to the foremost audience position . . . in Philadelphia. **WIP, Metrodelphia, Pa.**

A station of the Metropolitan Broadcasting Corporation. Harvey L. Glascock, V.P. & General Manager. H. B. (Bud) Nauwirth, Sales Director. Represented nationally by Edward Petry.

MONDAY MEMO

from ALAN M. BERGER of Tilds & Cantz, Los Angeles

'Controversial' programming makes sales for soft drink

On the first perusal, the thought of using a "controversial" tv show to sell a mass-consumed soft drink is preposterous. Ask any old "pro." He'll tell you to buy by the "numbers." The more people who see your commercial, the better your chance of selling the product. We found otherwise.

The product, in this case, is Vernor's ginger ale. If you're from Detroit, you were probably weaned on it. If you're from Los Angeles, you probably were only mildly aware of it until last summer. The drink has been in the market for many years. Sure, the stores stock it, but not much of it. Our problem: get the stores to buy more of it and make darned sure it moves off the shelves. And, by the way, do it for under $50,000.

Not Homes But Customers ▪ Right about here, the Tilds & Cantz basic axiom of timebuying was applied: Cost-per-thousand *customers*. Now, make the "buy" fit the image created for the drink and the person who's going to buy it.

We sell Vernor's as a "deliciously different" soft drink. It says so right on the bottle and, even better, the taste of the drink is different. In fact, it doesn't taste like ginger ale at all. So, the words "ginger ale" were removed from the bottle. The promise of the drink to the customer is, "You'll never forget your first taste of Vernor's." The reason why? "Vernor's is aged in oak-lined kegs four years." In other words, we had to create a distinct, new personality for the product, without benefit of a common reference point.

Our Goal: Pace-setters ▪ The consumers we chose to pinpoint as our basic market were adults who take pride in the soft drink they pour for friends and family. Pace-setters, who are copied by others. Not necessarily wealthy. Not "egg heads." Just people of good taste who exercise reason in making any purchase.

Armed with this basic information, we plunged into the world of availabilities. After searching, slide-ruling and sifting, we came up with a show just made for us. David Susskind's *Open End*. It's tape syndicated and boasts guest stars like Richard Nixon, Adlai Stevenson, Nelson Rockefeller, Russian UN delegates, tv stars, professors, etc. We could sponsor it pretty economically too. Only two drawbacks. It's hour (Sunday, 9 p.m. opposite pretty stiff competition) and a lonesome 2.0 rating.

After a hurried conference with the clients, Herman and Bill Levitt of National Drinks Inc., we signed with KTTV (TV) Los Angeles. Since our entire tv budget was riding on the show, we had many lumps and palpitations in appropriate places when we started on March 29, 1960. Projected tenure of sponsorship: 13 weeks.

Letters, We Got Letters ▪ And then, an amazing thing happened. We got reaction in the form of letters after just one show. Each week the letters increased, until we were averaging 250-350 pieces of mail weekly. That's almost more viewers than the ratings indicated.

Even more startling was the sponsor-identification quotient. A fat 60% mentioned Vernor's by name. The people thanked us for sponsoring the program in glowing terms. Many expressed a deep hunger for more programming of this type. They even liked the commercials and blessed us for not shouting at them, but appealing to their reason instead. (We taped seven commercials and rotated them.)

But the best news of all was sales figures. Viewers weren't only writing, they were buying the product, in volume. Vernor's captured a dramatically increased percentage of the soft drink market. Naturally, we renewed.

The letters increased and, finally, so did the ratings, to 4's and 5's.

Surprisingly, the mail indicated an avid number of fans who were far from "egg-heads." Some of the postcards were scrawled in ungrammatical, barely legible handwriting. In fact, we ran the gamut from the "lunch-pail set" to the "veddy dry Martiny crowd." But the weight was definitely in the middle.

An Unforgettable Lesson ▪ After some 30 weeks with *Open End*, we concluded sponsorship. The show had done its job and, besides, it was getting cold ouside. That meant the traditional drop-off in soft-drink purchasing. But we learned something that we'll never forget. The situation comedies, westerns and private-eye shows aren't the only way to sell.

Apparently, people welcome a bit of intellectual stimulation. Programming can be intense and even "controversial." Somehow controversy doesn't rub off on the product. In fact, programming of this type so involves the viewer that a commercial message, presented in this charged atmosphere, receives maximum impact. It registers and is remembered. If commercial presentation is compatible with programming, viewers can be converted into customers, in droves!

Yes, a program of an informative nature can and will sell products. Equally important, sponsorship of this type of program aids the images of advertising itself because it demonstrates to the public that there are companies who are concerned with more than mind-manipulation, as our critics would have them believe. It demonstrates that a company is aware of the world around us and is taking an active role in familiarizing the public with the problems and challenges of that world.

America cannot afford to be an ostrich society, seeking escape in the world of sixshooters and canned laughter. We in advertising and mass communication have a gigantic responsibility. If there are conflicts between entertaining, informing and selling, I suspect they exist only in our minds.

Alan M. Berger, radio-tv director and account executive for Tilds & Cantz, Los Angeles, went to the West Coast in 1953. He serves as timebuyer and broadcast producer for Trewax, The House of Sight and Sound, Sally Shops, Global Van Lines, National Paints and Vernor's. At 28, he's a graduate of Syracuse U. and will end his status as the last of the Tilds & Cantz bachelors in January.

Shrimp Creole OLD NEW ORLEANS FAVORITE

Prepared by Chef Dan Evans at the Pontchartrain Hotel

WWL-TV... new New Orleans Favorite

Here's how to make Shrimp Creole:

Put 3 tbsp. shortening in heavy pot; heat. Chop 1 large onion, 2 stalks celery, 2 small green peppers. Sauté in hot shortening until tender, but do not brown. Add two cups canned tomatoes, 1 cup tomato paste, 2 bay leaves, 1 lb. peeled and deveined shrimp. Cook 45 minutes to 1 hour. Salt and pepper to taste. Serve over base of cooked rice. (Rice should be steamed until light & fluffy.) Serves 4. Superb with a bottle of rosé wine.

Seven days each week the New Orleans audience now gets comprehensive reports of local and world news on WWL-TV — New Orleans' most *alert* reporter. WWL-TV's expanded news coverage includes:

Mon. thru Fri. 15 minutes of news 8:00-8:15 a. m.
45 minutes of news, sports and weather each afternoon 5:45-6:30
15-minute news final nightly 10:30-10:45

Sat. 30 minutes of news, sports and weather 6:00-6:30 p. m.
15-minute news final 10:00-10:15 p. m.

Sun. 15-minute Sunday news special 10:00-10:15 p. m.

Ask Katz about WWL-TV's big new news lineup.

WWL-TV CBS
NEW ORLEANS

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ

Q—*Which is Eastern Michigan's most colorful station?*

Q—*A bear is running toward a house with four southern exposures. What color is the bear?*

Q—*Can WNEM-TV sell clothes?*

Q—*A man said he found a coin marked 46 B.C. Is he lying or telling the truth?*

Q—*Which television station dominates Michigan's Golden Valley?*

NBC CHANNEL 5 WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

PLAYBACK®

QUOTES WORTH REPEATING

Agencies and programming

"The advertising agencies actually are invoking a censorship of dollars against the most worthwhile productions on tv," the Broadcast Advertising Club of Chicago was told last month by Len O'Connor, WMAQ-WNBQ (TV) Chicago newsman. Entertainment has its role, he said, but give the public something more substantial. Mr. O'Connor said in part:

I think that the advertising agencies have "presumed" that they are the infallible judge of what the American people can hear and see on radio and tv. It is not prudential for a performer to twist the tail of a big fat cat, but I will take a chance and make the observation that the advertising agencies have a vast amount of gall. . .

You can go back through the headlines that have dirtied up radio and tv and you will find, I think, that advertising agencies have brought most of the humiliation upon us. It is true that we accepted some of the money, but those phoney quiz shows and the payola scandal; the lurid chunks of video violence that clutter up the screen; the big-bosom technique with the v-for-victory that begins at the lady's adam's apple and ends up down near her navel; these are trouble-making, insidious things and they have been manufactured by bright young men in the advertising agencies. . .

You put poisons in food and the public demands a pure food and drug law that requires the manufacturer to put his ingredients on the label.

The radio and tv industry is closer than you may think to a "pure food" law. You are not far from the point where the federal government will tell you to put the ingredients on the label. It would be a pity, in my opinion, if this should come to pass—but if this is what we require to achieve the real potential of radio and tv, bring on the label.

Ratings ▪ The first thing they should hit on the head is that mythology about ratings. ABC and CBS fed a sample of public opinion into their computers on election night and they deceived the machine and got an electronic report that Nixon would beat Kennedy. Their sampling was three-tenths of one per cent. The advertising agencies and the sponsors are spending millions of dollars year in and year out on the basis of ratings that are based on the so-called opinion of one-tenth of one per cent. One of these outfits brought out a gimmick that recorded in a central office the tv selections of 1,250 families in this area. We happen to have better than 2.5 million tv sets in this area

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS FRED W. JOHNSON YOUR PETRYMAN IN ST. LOUIS

A—WNEM-TV, Channel 5, with complete color transmitting facilities.

A—White—a polar bear. The house would have to be at the North Pole to have four southern exposures.

A—You bet! $73,737,000 was spent last year on clothing in the rich, 25-county area served exclusively by WNEM-TV.

A—He must be lying—no one knew it was B.C., so coins wouldn't be marked that way.

A—WNEM-TV is the dominant station in this dollar-rich Flint-Bay City-Saginaw-Midland market, with 24.6% share of the audience from 8 am to 11 pm daily.

NBC CHANNEL 5 WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

Oon ere it herde,

at the other out it went.

But al thing which that shyneth as the gold
Nis nat gold, as that I have herd it told.
—CHAUCER, *The Canterbury Tales*

Non teneas aurum totum quod splendet ut aurum.
—ALANUS DE INSULIS, *Parabolae*

All is not golde that outward shewith bright.
—LYDGATE, *On the Mutability of Human Affairs*

Yet gold all is not that doth golden seem.
—SPENSER, *Faerie Queene*

All that glisters is not gold.
—SHAKESPEARE, *Merchant of Venice*

All is not gold that glisteneth.
—MIDDLETON, *A Fair Quarrel*

All is not gold that glisters.
—CERVANTES, *Don Quixote*

All, as they say, that glitters is not gold.
—DRYDEN, *The Hind and the Panther*

APART from demonstrating some remarkable literary coincidences, we seize upon these quotations to drag a commercial (kicking and screaming—A.E.S.) into the act: The total farm income in WMT's 61-county Nielsen coverage area exceeds the total production of all the gold mines in the world. Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, something like ten percent of the nation's food supply. Yet agricultural Iowa is considerably less than half the story. Personal income derived from agriculture accounts for about 25% of the total; income derived from manufacturing, trades, services and other sources, accounts for the rest.

Good wits jump; a word to the wise is enough.
—CERVANTES, *Don Quixote*

WMT—CBS Radio for Eastern Iowa.
Affiliated with WMT-TV, Cedar Rapids—Waterloo; KWMT, Fort Dodge.
National representatives: The Katz Agency.

COMBUSTIBLES
&
ILLUMINANTS

Advertisers who want to kindle interest among Metropolitan New York's millions and ignite sales in America's largest market know that all roads lead to WPAT. Serving listeners throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut is the business of our station and the men who make and market America's leading gasolines and oil products know this kind of service means sales. That's why there's been a cracking 477% increase in this category alone in only three short years on WPAT. Motor oil, fuel oil, gasoline, by-product or any product, WPAT gets results. Drive the direct route to America's most densely populated market. Follow the signs. Follow the lead of advertisers like these: *American Oil, Atlantic Refining, Cities Service, Crown Petroleum, Esso Standard Oil, Gulf Oil, National Carbon, Oil Heat Council of New Jersey, Shell Oil, Sinclair Refining, The Texas Company and Tidewater Oil.* They're only a few of the many leading makers who, in the last three years, have advertised on WPAT . . . the station with the spark of success.

WPAT
&
WPAT-FM

and *that* sampling worked out to one-twentieth of one per cent.

They tell you it is all very scientific. Sure. I know a man who got a preliminary questionnaire from one of these outfits. The letter said that his family had been carefully selected to represent his area. Then the letter asked the man to fill out certain questions. The first question was: Tell us about your family. . .

Who are these people who comprise the one-tenth of one per cent who seem to know what 99 and nine-tenths of the people are looking at? How does anybody know whether the secret opinion-maker is a studious professor who will keep his diary with academic care, or whether the opinion-maker is some kid with dirty feet and a dribbly nose who dreams about spending his life on the front seat of a stagecoach?

Advertising agencies have a great talent for taking marvelous computations of this kind and building a wonderful proposition for a sponsor. . .

This is a lovely game that you play. The trouble is, even if you were right you would be wrong. Even if your charts and percentages were infallible, the advertising business has—it seems to me—a greater responsibility than merely providing a plethora of mass-audience shows.

Information shows ▪ I think it can be said, with a reasonable degree of accuracy, that the only shows on tv that are dedicated to the precept that the American people must be well-informed; the only shows of this kind were created by the networks and independent stations and not by a sponsor or an advertising agency.

Meet the Press, Face the Nation, City Desk, all of the fine documentaries—*our* people conceived those shows.

In general, the advertising agencies turn their backs on this kind of shows. You look at the beloved ratings and you sell us down the river for another saccharin cowboy.

It undoubtedly is true that the cowboy gets a bigger audience. But is it necessarily a "better" audience? . . . is it not possible that the smaller audience of *thinking* people might do you more good than the vast audience that has given its rapt attention to the dream-boat cowboy and his horse?

There are a few sponsors with vision and daring. You have men like Chuck Percy of Bell & Howell who do not seem to worry about getting involved in shows that most of your sponsors won't touch. And the last I heard, *he* was doing pretty good. . .

Flag Wavers ▪ You have men who are quite different from Chuck Percy. You have a man who cut the bait and ran when "his" show had the audacity to interview Khrushchev. The advertising business peddles the gospel: See and compare. Examine the rival products. You hire a guy to talk to people and he decides to talk to Khrushchev, to see and compare, and what do you do? You pick up your animated commercials and you run out into the night, waving the American flag. . .

If I can sum it up, I would say that I don't like the idea of an advertising agency running from a show because the girl friend of the wife of the sponsor is "offended" by the tonal quality of the bark on the *Dog Food Hour.*

We are all actively engaged in a breath-taking medium that can be of profit in many ways. I don't mean to imply in any way that I am anti-advertising. I think that "pay" tv would fall right on its face and I know that advertising dollars are needed to keep this thing running and that the sponsor has to make a dollar and is entitled to make a dollar.

I would pay tribute in closing to many excellent non-controversial things that have been made available by sponsors. But let us try to remember that the RCA computer is not the enemy of mankind. We are not to turn our minds and our souls over to some kind of electronic existence. We are a thinking people and these great new devices are a boon to mankind, not a trap. But I urge you to put substantial things into the minds of our people. Entertain them, certainly; give them cowboys and Danny Thomas. But face the responsibility that you have thus far ignored. . .

What is 'good taste'?

The topics of truth and good taste were explored Nov. 16 *by James S. Fish, vice president and director of advertising of General Mills, in a talk to the Washington (D.C.) Ad Club. Speaking of advertising generally, he said:*

I recognize that there are a lot of different people who write our ads, who release them to the media and who accept them for publication or broadcast, yet I am positive . . . that we are only fooling ourselves when we feel that exaggerations or untruth will sell our product better than playing it straight and it is time we woke up to this simple fact of life . . . As we have found in working with Earl Kintner and the FTC, the truth can be pinned down without in any way taking the excitement from the selling message . . .

The matter of good taste is not so easily pinned down. What may be perfectly acceptable to one community may offend the tastes of another and the same holds true for age, nationality, religious and other demographic breaks in our population, but it is far better to err on the side of good taste than to push into the area of questionable taste . . .

Nielsen Station Index agrees with the national standard

When two separate measurements agree . . . and one is recognized as the standard of the broadcast industry . . . it speaks well for the other.

When measuring network program audiences, national Nielsen Station Index (NSI) consistently yields the same answers as Nielsen Television Index (NTI), the accepted national standard.

The facts relating to this comparison are startling. Ask for them. They will help you see why . . .

NSI *is the only validated source of station audience facts available today . . .*

providing reliable information for broadcast advertising decisions

---

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

NSI is Registered Service Mark of A. C. Nielsen Company

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

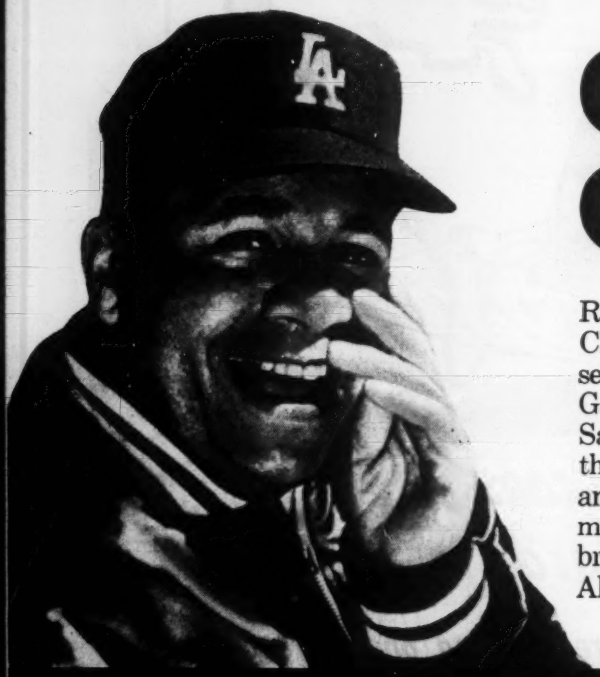
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

I T C

INDEPENDENT TELEVISION

Setting the pace in dynamic special subjects



CAMPY'S CORNER

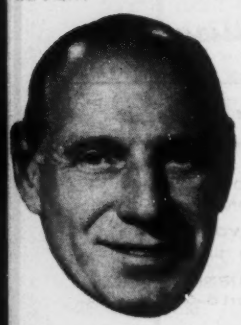
Roy Campanella, joined by noted sportscaster Chris Schenkel, is co-host on this intimate half-hour series. Campy and Chris interview celebrities Garry Moore, Mel Allen, Faye Emerson, Kyle Rote, Sam Levenson, Jack Benny—people who make the news. Special features such as "Campy's Mailbag" and the inspirational "Campy's Scrapbook" make "Campy's Corner" one of television's brightest spots. Available on tape and film. Also 260 five-minute radio shows.

GOLF TIP OF THE DAY

PGA champ Dow Finsterwald, a top moneywinner, hosts these 195 five-minute sessions. Dow shows celebrity golfers like Jack Dempsey, Buddy Hackett, Dick Van Dyke, Roger Maris, Richie Guerin—and the audience—how to improve their game. A ready-made audience of millions.

WOMEN'S MAJOR LEAGUE BOWLING

26 challenge matches among the nation's top women professional bowlers. Winner from preceding week challenges reigning champion. Prominent sportscaster Fred Wolf comments.



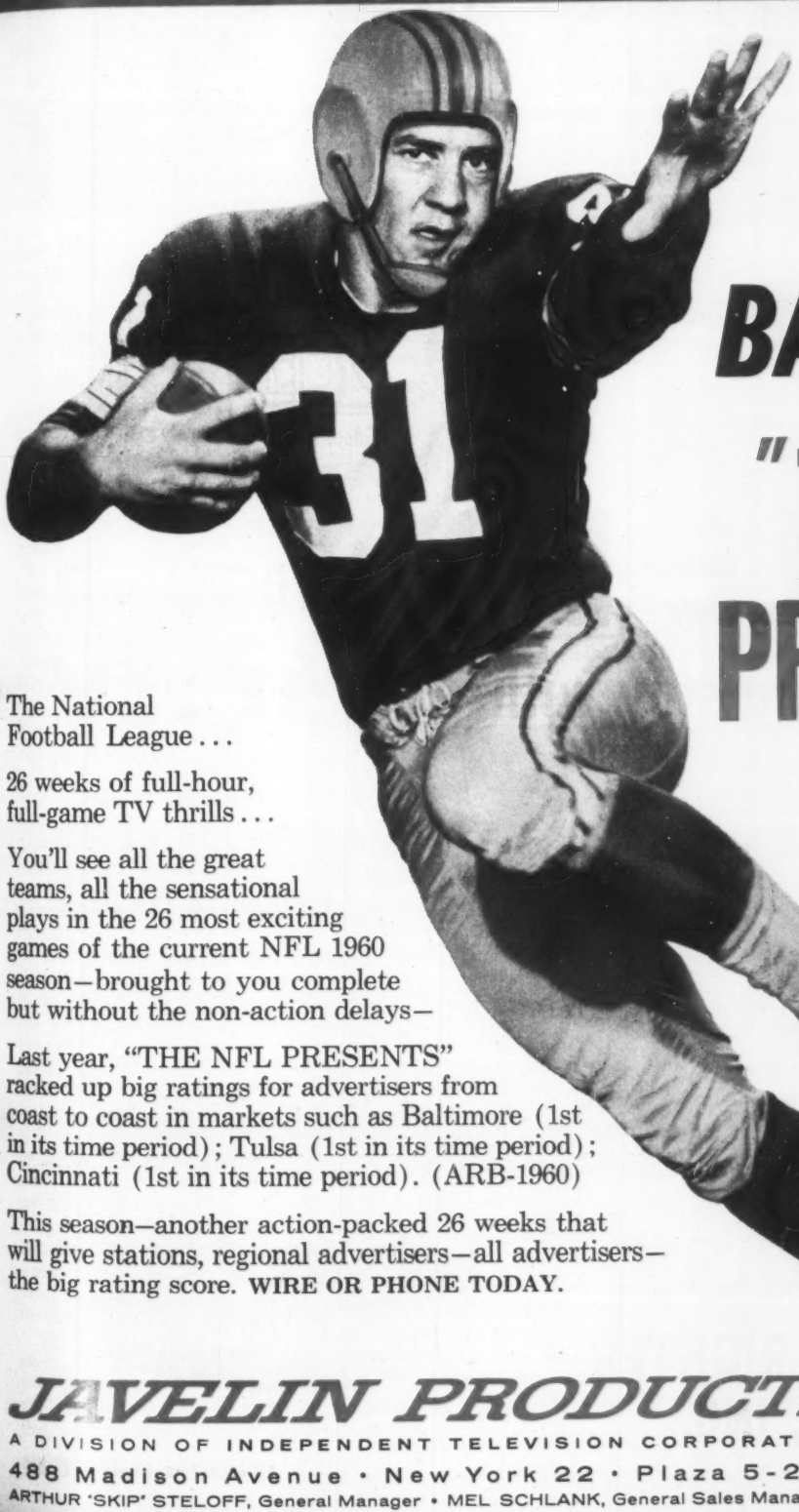
MAGIC MOMENTS IN SPORTS

The sports world's most thrilling moments—Man O'War, the first four-minute mile, Bobby Thompson's famed homer—in dramatic film clips from famed Pathe News. Narration and local "color" by Leo Durocher, one of sportsdom's most colorful personalities.

and many others like Call the Play, Animal World, Pulse of the City, Willie Wonderful. Still other sports and special subject series are now being planned. Whatever your programming needs, you'll find you can do the job with a sports or special subject from Javelin Productions.

CORPORATION PROUDLY ANNOUNCES ITS NEW DIVISION

JAVELIN PRODUCTIONS



–AND BACK BIG!

"THE NFL PRESENTS"

The National Football League . . .

26 weeks of full-hour, full-game TV thrills . . .

You'll see all the great teams, all the sensational plays in the 26 most exciting games of the current NFL 1960 season—brought to you complete but without the non-action delays—

Last year, "THE NFL PRESENTS" racked up big ratings for advertisers from coast to coast in markets such as Baltimore (1st in its time period); Tulsa (1st in its time period); Cincinnati (1st in its time period). (ARB-1960)

This season—another action-packed 26 weeks that will give stations, regional advertisers—all advertisers—the big rating score. **WIRE OR PHONE TODAY.**

JAVELIN PRODUCTIONS

A DIVISION OF INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22 • Plaza 5-2100

ARTHUR "SKIP" STELOFF, General Manager • MEL SCHLANK, General Sales Manager

STATISTICS don't buy . . .

PEOPLE DO and especially the people who stay with WJAC-TV

Statistics only have real meaning when they represent product-buying people. Both A.R.B. and Nielsen show WJAC-TV to be the Number 1 station in the Johnstown-Altoona market, but the exciting part of the story is shown in the sales results of our clients. People in every type of business tell us the same thing--"We look to WJAC-TV to help us sell. WJAC-TV delivers a large audience, but more important, a responsive, loyal audience!"

***WJAC-TV** can deliver for you. It's the number one station in audience--and audience response!*

Get all the facts and figures on WJAC-TV leadership from

HARRINGTON, RIGHTER AND PARSONS, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

December 5, 1960 Vol. 59 No. 23

AGENCY VIDEO TAPE USE EXPANDS

■ But obstacles still block full use for commercials

■ Telestudios sees Ampex Inter-Sync cracking editing nut

■ After agencies, there's still station playback problem

Video tape has been making quiet headway in the production of television commercials but still has significant obstacles to overcome before it becomes the all-purpose tool for commercials that it now represents in some areas of programming.

This partly bullish, partly bearish report represents the consensus of leading advertising agency executives involved in commercial production and media buying, as compiled by BROADCASTING last week. They were asked to evaluate the position, prospects and problems of tape as an instrument of television production and advertising both generally and in the light of latest developments in the uses of "Inter-Sync," a technical term (owned by Ampex) for a process designed to solve the difficult problems of editing tape material. NTA Telestudios, New York, is demonstrating it (see page 32).

Agency executives agreed that tape, first introduced by Ampex less than five years ago, has lived up to high expectations in some areas, particularly in programming, but still has not gained general acceptance as a substitute for film, especially in spot commercials. Its biggest use today is to replace live programming. A large percentage of the agencies questioned were satisfied, in general, with the quality of tape, but there were some dissenters who contended that tape at its best could not match the quality of film at its best.

The consensus was that Inter-Sync, if it really works, certainly is calculated to improve the quality of tape and that this factor would play a role in selecting tape for their clients' commercials. But some executives pointed out that Inter-Sync thus far has had some "false starts," though they agreed the process probably would be refined in time.

Though use of tape varies from agency to agency, an overall estimate was that about 15% of all commercials are taped and the rest filmed, but that in the area of spot advertising, only approximately 5% are on tape.

The barriers still to be hurdled by tape, according to the agency executives, are:

▪ Need for more tape-equipped stations. Agency officials pointed out that sometimes the markets they select are not equipped for tape, or only one or two stations there can handle video tape. This makes media buying difficult.

▪ Cost factors: particularly in an extensive campaign, because of the station set-up, many kinescopes have to be made for stations without tape recorders. These can be costly. In addition, many stations levy a charge for handling tape but not for film. The charge for tape duplicates for equipped stations also is high. Some agency officials claim that with all these "extras," the cost can be higher than for film and the "extra work" militates against an "intelligent buy."

▪ Agencies that have made scant use of tape cited the "loss of quality" in kinescopes made from tape. They insisted the quality factor has not been solved.

▪ The play-back facility of tape was mentioned by some agency executives as resulting in a drawback. They pointed out that in striving for perfection, there is a tendency to shoot the commercial many times. This results in a draining of their time.

Meeting Objections ▪ Efforts are being made by various segments of the tape industry to meet the objections of agencies. A spokesman for Ampex

NTA Telestudios in New York last week announced successful production of a new video tape commercial for Reynolds Aluminum using single-camera technique and the Ampex Inter-Sync system (see box, page 32). Here Telestudios' technical director, Bill Edwards (r) mixes the "A" and "B" rolls of tape (each with alternate scene sequences) which appear on the small screens. Large screen shows the final composite. Audio engineer Clay Cummings lays in music on the mixed track.

NTA Telestudios uses Ampex Inter-Sync for tv spot

NTA Telestudios reported last week the company has produced "the first successful video tape commercial via single camera technique with Ampex's new Inter-Sync equipment."

George K. Gould, NTA Telestudios president, claimed that the commercial produced for Reynolds Aluminum, through Clinton E. Frank Adv., Chicago, brings to the medium "the all-important 'control factor' heretofore available only in motion picture film production." The Inter-Sync method, he said, makes it possible to shoot single scene footage on tape and electronically edit and mix the tape at a later time.

The Inter-Sync equipment has been made available by Ampex to several producers, both in New York and in Hollywood. CBS-TV Production Sales reported that its west coast unit has used Inter-Sync in the production of tape programs. KTTV (TV) Los Angeles also has produced commercials with it.

Complex Operation ▪ Mr. Gould said the Inter-Sync process involves three stages: production, in which a single camera photographs the various scenes of the commercial and the original tapes are recorded; editing, in which the tape is prepared for "A" and "B" rolls (scenes one, three, five etc. go on "A" and two, four, six etc. on roll "B") ready for mixing, and mixing, in which the various scenes from rolls "A" and "B" are blended with opticals to make the final composite tape ready for final editing.

Telestudios' contribution, Mr. Gould said, was to develop techniques needed to use Inter-Sync effectively. Research over the past three months by the Telestudios' technical staff, he pointed out, resulted in the selection of a new RCA camera picture tube that produces a higher quality original picture. New techniques, he added, were developed to effect precise and rapid editing. One is a method called "electronic sprockets" which is designed to effect the measuring accuracy of sprocket holes. Another electronic coding device used by Telestudios, Mr. Gould said, provides the editor with exact and automatic splicing information. Under development, he said, is an automatic device for turning out quantities of composites from the original "A" and "B" tape rolls.

Mr. Gould reported these advantages will flow from Inter-Sync: difficult reflective product shots that required hours of critical lighting can now be stored as wild footage for possible use at a later date; scenes can be "lifted" to make different versions of a commercial—20- and 10-second counterparts of an original 60-second spot; scenes can be shortened or lengthened, transposed or eliminated after studio production; opticals and titles can be inserted electronically with precision at the mixing stage; the entire field of "before and after" photography can be handled with greater precision.

told BROADCASTING: "Of course, the station situation is a problem. But we are working full-speed ahead on orders and we have major markets well covered. Our position will be considerably improved in 1961."

An RCA official said production output of RCA recorders has been accelerated and, in a competitive vein, asserted that "on our present schedule, we are out-producing Ampex." RCA also has developed a device that is similar to Ampex's Inter-Sync equipment, a spokesman said, adding that a pre-production model of this "Line-Lock" equipment is going to be sent shortly for testing and use at Reeves Sound Studios in New York.

Tape producers conceded that Inter-Sync, like all new developments, "acts up" at times, but pointed out that with more widespread use, "the bugs" will be eliminated. They acknowledged that film quality at times is superior to tape but insisted there is a vice versa too. They challenged the assertions of agency officials who cast aspersions on the quality of tape-to-film reproductions, insisting that the latter generally are "as good, if not better than film prints." They replied to criticism about shooting commercials too many times by saying: "We know —and we have told the agencies this —there should be a certain amount of pre-planning. This would eliminate constant shooting. Many agencies still do not know how to use tape efficiently; we do have an educational job to perform."

Reaction from top advertising agencies handling spot tv commercial production in volume ranged from cautious enthusiasm to scant interest. For the most part the extent of the agency's involvement reflected closely the confidence held in tape as a production method.

The BBDO Story ▪ One of the more interested agencies is BBDO where commercial taping has been active. Al Cantwell, who is in charge of live production, video tape and closed circuit operations at BBDO, New York, emphasized it was a question of whether or not the Telestudios' Inter-Sync method "really works" (BBDO's production team was to see it in action at Telestudios last Friday)

Mr. Cantwell said that if the process proves successful it would have then the potential of flexibility in editing that now belongs to film. It's necessary for the agency to pre-plan to a "high degree" at the present and an Inter-Sync refinement in editing could change things and bring tape production that much closer to film.

He felt that an advancement in the Inter-Sync process might very well encourage his agency—and others—to make more use of tape in commercial production next year.

All of the top agencies agreed that station playback facilities are wanting and thus limit the use of taped commercials. Mr. Cantwell said that in general the major markets pose no particular problem, unlike the situation in the small-to-medium markets where the problem is difficult.

A major agency that preferred to be unidentified indicated it would use more tape "if there is this type of breakthrough." But the spokesman had reservations, noting there's no "price advantage" of tape over film, that only 181 out of 525 tv stations are equipped to show tape and that the quality of kine (film transfers) "is something less than what we would consider as acceptable." He mentioned, for example, the tendency of the kine picture to soften and flatten after constant bicycling of prints. This spokesman also pointed to the surcharge which stations impose on rolling (playing) of tape—a charge that doesn't exist for film with many of these same stations.

The Y & R View ▪ At Young & Rubicam, New York, John A. Sidebotham and Witt Davis in commercial production found Inter-Sync as something "everyone is hot on" and "about to perfect" but an innovation which "must be put off a little longer." The agency most likely would increase its use of tape as facilities increase (more

WSB-TV is first choice in Atlanta, a market of 1,000,000 served by 3 stations. Its dominance is not new, but has been proved by survey after survey of the market. The latest surveys show:

FIRST—WSB/TV leads in number of counties reached.*

FIRST—WSB/TV leads in net weekly circulation.*

FIRST—WSB/TV leads in quarter-hour ratings.†

FIRST—WSB/TV leads in metro area share of sets in use, Sunday thru Saturday.†

FIRST—WSB/TV leads in local and network news show audiences.†

FIRST—WSB/TV leads in feature film audience.†

FIRST—WSB/TV leads in audience delivered for syndicated shows.†

FIRST—WSB/TV leads in kid show audiences including the top rated Popeye Club.†

**ARB 1960 Coverage Study, Atlanta, Ga.*
†ARB, Atlanta, Ga., Sept., and Oct., 1960

wsb-tv
channel 2 Atlanta

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Is tv's self-discipline ineffective?

OB&M'S BOORAEM SAYS SO, WANTS MORE VOICES IN NEW STANDARDS

A proposal that advertisers, agencies, stations, networks, the NAB and film producers get together and work up stricter television program standards was advanced—and debated—at a meeting of the Radio & Television Executives Society in New York last week.

The suggestion was made by Hendrik Booraem Jr., vice president in charge of broadcasting at Ogilvy, Benson & Mather, New York. Network, Station and NAB panelists chosen to appear with him and supply commentary on his proposal offered varying answers, all short of full agreement but, for the most part, agreeable to the idea that open discussion of television problems can be a healthy thing. They stressed that networks and stations must have the final say-so over what programs they carry, and emphasized that through both the NAB Television Code and the networks' individual continuity acceptance departments strict standards have been set and are being maintained.

Mr. Booraem

The panelists, in addition to Mr. Booraem, were E. K. Hartenbower of KCMO-TV Kansas City, chairman of the NAB Code Review Board, who called attention to "substantial progress" made under the code in reducing problem areas; Joseph H. Ream, CBS-TV vice president, program practices; James A. Stabile, NBC-TV vice president, staff; Alfred R. Schneider, ABC-TV vice president, administration, and Edgar Kobak, station owner and business consultant.

Stem the Tide ▪ Mr. Booraem cited a "rising tide of criticism over the kind and character of the television programs we are providing to the American home'" in his call for a general conference. He said NAB should take the lead in organizing it and that participants should include representatives of the Assn. of National Advertisers, the American Assn. of Advertising Agencies, the NAB itself, the three tv networks and the alliance of Television Film Producers. This group, he said, should hammer out a "workable plan of regulation to which everyone could subscribe."

Reminded during the panel session that the industry—particularly via the NAB code board and through the networks' individual continuity and acceptance departments—already has a workable self-imposed regulatory code, Mr. Booraem assented but only in part. He argued: though laudable, self-regulation can be and should be even more "wonderful," and particlularly one that contains teeth while being uniformly acceptable.

Hoover to Mead ▪ Mr. Booraem delved into criticism of tv programs which contain excessive violence or are otherwise in bad taste, citing among others such "responsible critics" as FBI Director J. Edgar Hoover (in a speech to the American Legion early this fall), the National Assn. for Better Radio & Television, Thomas D'Arcy Brophy, retired board chairman of Kenyon & Eckhardt, Rep. Oren Harris (D-Ark.), and Dr. Margaret Mead (social scientist). Noted the agency man: "Multiply these few quotes by the hundreds and you will have some idea of the barrage being laid down against television programming. This must be a matter of deep and immediate concern to both advertisers and their agencies."

OB&M's radio-tv chief pointedly referred to the advertiser's stake, as for example:

"There is a deep-rooted misconcep-

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stations become equipped). Mr. Davis said he didn't think tape editing had yet reached the stage of precision that film has. Y & R, he acknowledged, feels "tape has its place" and he noted that tape commercials need constant checking—"this takes time and money"—as well as the problem of making duplicates.

Other limitations to tape as outlined by these agencies: Inter-Sync ties up more than one tape recorder and might be an expensive process; so far, Inter-Sync equipment hasn't lived up to some of their expectations; it's still not possible to duplicate film's advantages of animation; dubbing is slower in tape compared to film, and the cost of tape stock still is high.

Frank Kemp, vice president and media director of Compton Adv., New York, believes that one strong detriment to the wider use of tape is the cost of tape duplicates, which "run from three to five times the cost of film reproductions." He points out, too, that many stations impose a charge for handling tape. It is Mr. Kemp's belief that some "loss of quality" results when a tape transfer is made to kinescope and he consequently regards this as another deterring factor. Any new development, like Inter-Sync, "certainly will help tape, of course," according to Mr. Kemp.

Burke Crotty, vice president and radio-tv director of Ellington & Co., New York, was more critical of tape: "I do not believe that tape is appropriate for the so-called 'wild spot commercial,' which is going to be placed in an extensive number of markets." He claims there are not enough markets equipped with tape and many have only one station with a single machine and these often are in use for local programming. He believes also there is a loss of quality in transposing tape to film. Mr. Crotty concluded: "The economies of tape do not exist at the present time for many advertisers, but once station coverage becomes widespread, it will be a different matter."

High Film Quality ▪ Allen Ducovny, director of radio-tv for D'Arcy Adv., New York, hopes Inter-Sync will improve the editing step in production of tape commercials, observing this has been one handicap at his agency. In general, he believes film provides "higher quality," but tape has its place when speed of production is a requisite. A kinescope of a tape, according to Mr. Ducovny, can "at best be only a good kinescope and not a good film."

Rollo Hunter, vice president and radio-tv director for Erwin Wasey, Ruthrauff & Ryan, New York, called Inter-Sync "a big step forward" in the area of quality control, but indicated that tape's expansion on a large scale will come when other problems are solved. He mentioned costs of tape duplicates and of kinescopes made from tapes and the resultant qualities as "highly important factors that need examination and correction." But he was hopeful that the tape industry could cope with these problems satisfactorily in the months ahead.

Alfred Hollender, executive vice president and radio-tv director of Grey Adv., New York, applauded Inter-Sync, pointing out that "anything that helps quality is beneficial." Mr. Hollender expressed the view that tape quality is "generally good." He also disputed some of his colleagues when he said "the cost factor is a fiction." He said there are problems connected with tape, centering largely on the number of stations equipped to handle video tape. But he stressed that both film and tape serve a useful function in tv advertising and it is the responsibility of the agency to make the decision whether to use one or the other.

Inter-Sync may help tape producers recapture some N. W. Ayer business lost to film this year. Still this will leave

tion in the public mind, and even among those closer to tv, that somehow advertisers are directly and wholly responsible for the offensive material in programs. Ultimately this must reflect on the good name of companies whose advertising appears on television. So it seems reasonable that if the exploitation of violence and bad taste continues, important advertisers are going to think about finding some place else to tell the public of their products." (While he did not mention Shell Oil, that OB&M client has announced it will place all of its budget in print).

He admitted that tv has sold advertiser products "with spectacular success," that tv has been an important force in a prosperous economy and that advertisers "owe much to sponsored television" but "they want to see it stay healthy."

In reacting to Mr. Booraem's observations, the panelists intimated that each of the networks might be willing to take part in conferences but with a qualification: The final decision on programming standards and responsibility must rest with the broadcaster—the station licensee and the network.

Specifics ▪ In examining complaints, Mr. Booraem said he found two major ones: (1) excessive violence and other offensive material, and (2) the way in which shows are scheduled (both in filling 7:30-8 p.m. with "crime and violence" and in block programming with westerns and crime shows "and even situation comedies.") But, he found, the "charge of excessive violence and vulgarity is by all odds the most serious" because critics of specific programs tend to lump all television in their criticism and forget the "good things, of which there are a great number."

In noting that tv is judged by the poorest performance and not by the best, Mr. Booraem said the fairness of the complaints is "beside the point" as long as there is a basis. . . ."

Mr. Booraem said existing restraints (NAB Code, network continuity and acceptance as well as power of the advertiser and agency) would appear adequate except for the fact that the machinery for supervising tv programs is a crazy quilt."

He pointed up that continuity and acceptance departments were passing on network-produced shows meaning departments were "judging material to which their own managements have given approval."

As to NAB's code, Mr. Booraem emphasized difficulties in enforcing a code operated by a trade group "dependent for its support on the very people it seeks to regulate."

In discussing regulations from the point of view of the producer, Mr. Booraem observed "there are top executives of the biggest producing firms on the West Coast who are unaware their companies have subscribed to the NAB Code."

Cooperation Welcome ▪ Mr. Hartenbower in covering NAB's code board operation, found it "reasonably successful, not perfect." He offered an opinion that NAB doesn't object to "responsible criticism." Mr. Hartenbower said the code people were long aware of conflict and violence as a problem area and that "substantial progress" has been made toward eliminating them. The code board chairman said NAB welcomed cooperation from advertisers and agencies and had "some specifics for them."

These included a necessary understanding of the code, a resolution not to cut corners, and a visible concern more with social values than with numbers, he said.

Mr. Stabile, Mr. Ream and Mr. Schneider agreed networks must have final decision and responsibility over what goes on their facilities, and noted that network standards are high and adherence to them strong. The network panelists and Mr. Kobak agreed that open discussion of tv program problems was healthy. Mr. Kobak dissented with one particular proposal, noting that representatives of trade groups do not usually accomplish anything, and indicated instead that prominent leaders ("strong-minded individuals") in the television field be selected to discuss the issues comprehensively.

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what Sam Zurich, Ayer's live tv administrative supervisor, New York, considers to be tape's basic problem—spotty distribution of tape recorders—and this will continue to inhibit spot use. Tape-to-kine refinements have been made, but this means of piecing out an incomplete recorder lineup is still less than satisfactory, the Ayer executive feels.

Cost Problem ▪ Ayer last season did nearly all of its NBC *Bell Telephone Hour* and *Bat Masterson* commercials on tape, but this year cut back sharply on taping in the face of rising costs and limitations on color and remote work. The agonizing problem was cost, as producers made increasing demands of tape. It is here that Inter-Sync may help hold the line, Mr. Zurich thinks. When Ayer people began with tape two years ago, they could do 8-12 commercials in two days, but in the quest for absolute perfection, they began to reshoot to the point that production time tripled.

The big promise of Inter-Sync is ability to shoot "wild footage" for subsequent editing, eliminating the time consuming need to tape an entire sequence, and Ayer people are going to a Telestudios demonstration this week to see if Inter-Sync can reduce the $5,000-production day (the agency's average cost for facilities and crew—not including talent or sets).

Inter-Sync may be the answer for one particular product shot that has been a problem for Ayer. They don't fake Sealtest ice cream and it has taken 100 gallons of the real thing to get 20 shots, as ice cream melts under the light awaiting its turn in the continuity.

Tape now accounts for perhaps half of Ayer's commercial production. If Inter-Sync can speed things up, it may tip the balance.

Ted Bates & Co., New York, reported more taped commercials are being made now than a year ago, but it's still a relatively small amount, one or two a month, according to William Watts of Bates' tv department. Whenever the agency does make a taped commercial, a negative kine is made at the same time for the client and for 16 mm films to send to stations without tape facilities. Mr. Watts pointed out that clients need films of their commercials for use at their own plants since none of them has tape facilities. The feeling at Bates is that more commercials will be taped next year, but it's dependent on continued advances in tape editing techniques and on more stations acquiring

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Nov. 23-30 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Wed., Nov. 23	**Wagon Train** (7:30 p.m.)	NBC-TV	24.0
Thur., Nov. 24	**Untouchables** (9:30 p.m)	ABC-TV	25.3
Fri., Nov. 25	**77 Sunset Strip** (9 p.m.)	ABC-TV	20.2
Sat., Nov. 26	**Gunsmoke** (10 p.m.)	CBS-TV	30.7
Sun., Nov. 27	**Ed Sullivan** (8 p.m.)	CBS-TV	29.7
Mon., Nov. 28	**Andy Griffith** (9:30 p.m.)	CBS-TV	20.0
Tues., Nov. 29	**Red Skelton** (9:30 p.m.)	CBS-TV	25.0
Wed., Nov. 30	**Red Skelton** (8:30 p.m.)	CBS-TV	24.1

Copyright 1960 American Research Bureau

tape units.

Time Factor ▪ Joe Danis, tv producer at Geyer, Morey, Madden & Ballard, New York, lists a number of drawbacks in tape usage as compared to film production even though the agency has about 25% tape-to-film ratio. He finds tape's main advantage is in its immediacy, but for versatility in editing, he said, tape will never be as simple as film. He cited such points in film editing as skip-framing, freeze-framing and less risk of key inserts breaking up at the wrong time. In remote work there is more mobility with film simply because there is less equipment and, consequently, fewer people involved. Remote costs with tape will run at least as high and probably higher than film, he said. The fact that few of the smaller tv stations can afford the high cost of tape equipment is another reason for continued emphasis on film commercials, he said. And there is also the problem of being guaranteed that a station's tape facilities are properly maintained.

Donald F. Keeslar, tv production supervisor at Clinton E. Frank Adv., Chicago, said he had had experience with Inter-Sync "once or twice," but felt that until the mixer was perfected to compare with film mixing, tape still would be undesirable in certain instances. The agency has been placing between 85-90% of its commercials on film, he said, but has used tape and a combination of film and tape for such clients as Toni's White Rain and The Wander Co. (Ovaltine).

Kenneth C. T. Snyder, vice president and tv-radio creative director of Needham, Louis & Brorby, Chicago, said Inter-Sync will be particularly helpful in commercials using demonstration sequences. Mr. Snyder is of the opinion that the "highest barrier" tape has to hurdle is not the lack of stations but a lack of appreciation of the advantages and disadvantages of tape on the part of both decision-making and creative personnel at agencies. He indicated that these officials must be "educated" on the pro and con of tape.

Fletcher Richards, Calkins & Holden, New York, an agency that has been tending toward spot the last two years, has made little use of tape beyond an initial fling at it. Seymour Frolick, senior vice president, radio-tv, says his department has found it can do most of the things it wants on film with less trouble. The agency is keeping an open mind about it, however, and will look at any refinements offered. Steve Rappolo, writer-producer, is optimistic about improved distribution of recorders among stations. About 80% of Fletcher Richards commercials go on film, the rest live.

On Location: Hurdles ▪ Inter-Sync, if successful, certainly would make video tape more valuable for commercials, according to Gordon Minter, vice president in charge of tv commercial production for Leo Burnett Co., Chicago. Burnett has been active in exploration of tape potentialities and the first half of this year did 61 commercials on tape, compared with 250 on film. The 12-month ratio for tape is less than that, however, running at about 10%.

Burnett tends to film, Mr. Minter said, because of the "cumbersome quality of taping." Some of the problems: they wanted to do some of the Fred Astaire Chrysler commercials outdoors but had to move inside because of light-

Hansen 'twins' talk for Valiant autos

"It looks . . .

"And drives . . .

"Like twice the price! Valiant 61."

That's how a pair of Pete Hansens, created through the magic of split-screen television, announce in twin voices the virtues of the new Valiant, in a tv commercial which was used Nov. 22 on the *Garry Moore Show*.

Then, speaking to each other across the gleaming hood of a new Valiant hardtop, the double Pete Hansen images begin simultaneously, "Valiant 61 really stands . . ." then, as each realizes that the other is speaking, both stop short. They look at each other; they gesture as though to say "After you." Then the Pete Hansen on the right says: "I was going to say that Valiant 61 really stands out from the rest of the compact crowd." And the Pete Hansen on the left responds: "You were? Why that's exactly what I was going to say. What else did you have in mind to say about the 61 Valiant?"

And so they continue with their double description that the creators of the commercial hope will make a double impression on the viewing audience with a double impact that will send them hurrying double quick to the nearest Valiant showroom to see the car's double virtues for themselves.

The double-announcer spot is typical of the approach that Chrysler and N. W. Ayer are taking in their tv advertising of Valiant, Plymouth and DeSoto—"offbeat enough to arouse interest, humorous enough to hold attention, but never too far out nor so comical as to detract from the merits of the car," to quote John Fengler of Ayer's Hollywood office, producer of the commercials.

Taped at CBS-TV in Hollywood, the commercials are designed for use primarily on the Chrysler-sponsored *Garry Moore Show* and *The Garlund Touch* on that network. Sometimes they are also used on a spot basis by the dealer associations (also handled by Ayer), Mr. Fengler said. He noted it's a good deal for the dealers when they can get a commercial costing several thousand dollars for the price of the announcer's residual fees.

SPRINGFIELD RIFLE
GARY COOPER
PHYLLIS THAXTER · DAVID BRIAN
NOW FOR T.V.
ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS
SAA
SEVEN ARTS ASSOCIATED CORP.
NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

ing. Generally, the agency has confined taping to the studio. Color tape has not been entirely satisfactory. These are in addition to the chronic questions of editing, which Inter-Sync is designed to overcome.

Burnett has found stations pretty well equipped for tape, even in small markets, and Mr. Minter thinks there probably will be more commercial taping in the year ahead.

Survey shows joke-less commercials can do job

Tv commercials don't have to be entertaining to increase interest in the advertised product, according to the score cards kept by a group of civic and community leaders in a National Audience Board survey of the Chrysler commercials on *Astaire Time*, on NBC-TV, Sept. 28 (BROADCASTING, Sept. 19).

An analysis of a sampling of 446 qualified ballots reveals that an overwhelming majority of respondents (96.5%) found the commercials to be in good taste and only slightly less (87%) thought them effective and informative as well, with 96.1% agreeing that they were believable and 83.4% that they had eye appeal. Two-thirds (64.6%) of those answering the ballots studied by National Audience Board reported that the commercials had increased their interest in the cars.

But less than half felt the commercials had entertainment value (46.5%) or were imaginative (40%) or that the advertising copy was accurate (43.3%). On the last point, nearly half of the analyzed ballots (49.5%) were checked "no opinion" and 5.2% did not answer the question at all. The ballots contained eight statements which the voter was asked to check to indicate strong agreement, agreement, disagreement, strong disagreement, or no opinion.

Public service broadcast is sales aid, admen told

Everybody benefits from local public service sponsorship. Lamont (Tommy) Thompson, midwest sales manager, Television Advertising Representatives Inc., spelled it out Wednesday (Nov. 30) before the Advertising Club of Canton, Ohio.

The corporate image of an advertiser can be enhanced dramatically and immediately by a program of community service activities, Mr. Thompson told the advertising executives. He pointed out that "the nucleus of such a blueprint must be a radio or television show. You can't hang your hat on a printed editorial masterpiece, but you can hang it in the Mayor's office if you sponsor a community uplift series," he emphasized.

Citing the values of public service shows, the executive of Westinghouse Broadcasting's tv station rep firm said: "Making community service an annual project not only improves the corporate image but helps sell the product, gets your salesmen in to see busy buyers, builds stockholder good will, helps attract capital and good employe talent, creates confidence in your product or your services, makes a community welcome your plant or office as it would a good neighbor, and provides advantageous distribution for products." He added that public service shows are the easiest kind to promote and are priced realistically.

Barter club catches on with West Coast stations

A new kind of barter deal is being offered radio and tv stations by Executive Exchange Club, with headquarters in Los Angeles, and branches in San Francisco, San Diego and Honolulu. About 500 companies have already signed up. It plans to expand to 40 major U. S. cities in 1961.

The plan is simple: Each member pledges his products, services or advertising in any amount ($1,000 minimum), receives a credit card for that amount cashable in goods and services of other members. To media it offers prizes for audience-participation shows, in addition to travel, hotel rooms and other products and services.

Brainchild of M. J. McConnell, business analyst and president of American Marketing Research Assoc., Executive Exchange Club was designed to help small businessmen use idle inventory in place of cash to obtain supplies and pay outstanding bills, a company spokesman explained. A special drive for media members will be launched this month, he said, but already a number of Southern California radio and tv stations have become members.

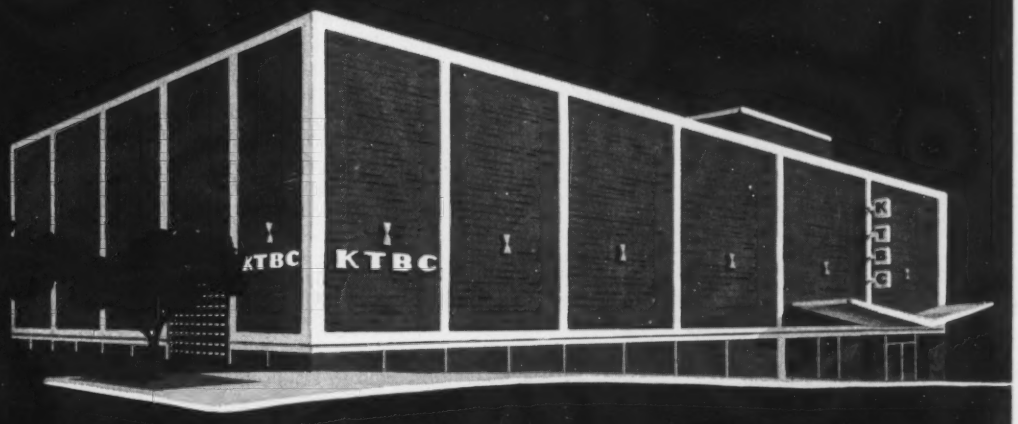
EEC headquarters are at 1230 W. 2nd St., Los Angeles 26. Telephone: Madison 8-9191.

First RAB plaques awarded

Radio Advertising Bureau last week named Northwestern National Life, Minneapolis, and its agency, BBDO, the first winners of silver plaques in its new series of awards honoring outstanding regional radio commercials. RAB will make a number of additional awards to other regional advertisers periodically, besides honoring, as in past years, the "most effective national radio commercial of the year."

Produced by BBDO in Minneapolis, Northwestern National's commercials featured humorous vignettes in the life of agent "Frank Carling," who always encounters members of the younger set when his objective is to sell insurance to their elders.

A NEW HOME for 595,883* Central Texans!



Now . . . the finest and newest facilities . . . to serve a rich audience of 595,883 in Central Texas! New AM-FM-TV facilities combined with energetic coverage of local and state news provide you with a unique grip on the rich Central Texas market. Make your advertising dollar work overtime . . . you deliver more homes per dollar on KTBC than with any other station in Texas.

NEW FACILITIES AVAILABLE TO YOU . . .

TV PRODUCTION

- RCA Video Tape Recorder
- Telescript 6000 (3¼ x 4¼) Rear Screen Projector
- Kliegl Silicon Light Dimming Board and Patch Panel'
- Counterweight System for Flying Sets and Lights
- RCA Special Effects Switching Unit
- Complete Movie and Still Photographic Lab

RADIO PRODUCTION

- Collins Cartridge Tape Recorder
- Ampex Console Tape Recorders
- Magnacorders
- Multiplex on FM

KTBC
AM · FM · TV
AUSTIN, TEXAS
CBS RADIO NETWORK
CBS • NBC • ABC TV NETWORKS

*A and B Coverage Areas based on July 10, 1960 Sales Management.

Represented Nationally by Paul H. Raymer Company

IN 4 STATION DETROIT

WJBK-TV

CONSISTENTLY
LEADS THE MARKET

ARB says:
FIRST month after month Channel 2 has led the overall share-of-audience race in Detroit, with leads ranging up to 26% greater share than the No. 2 station 9 AM to sign-off, Sunday through Saturday, and 24% more average HOMES! (Aug., 1960) FIRST every book since November, 1959.

NIELSEN says:
FIRST month after month Channel 2 has led the parade in Nielsen as well. First in four out of the six 3-hour periods in May-June, 1960; first in all six periods in July. First in 31 out of 38 quarter-hour periods, Monday through Friday, 7:30 AM—5 PM in July.

Call KATZ

DETROIT
WJBK-TV

the STORER station backed by 33 years of responsible broadcasting

NATIONAL SALES OFFICES:
625 Madison Ave., N. Y. 22
230 N. Michigan Ave., Chicago 1

RETAILERS' WEEK

Media asked to help NRMA toot horn week of Jan. 30

Storekeepers have scheduled their first "National Retail Merchants Week" Jan. 30-Feb. 4, 1961. The National Retail Merchants Assn. wants to tell the story of the country's second largest industry (ranking behind manufacturing) and will be asking media for help.

Last week Nathan J. Gold of Gold & Co., Lincoln, Neb., chairman of the NRMA public relations committee, appointed task-force chairmen in 34 cities to organize the campaign. Local committees are being organized in all markets and media people will be asked to serve along with representatives of other businesses. NRMA headquarters in New York is coordinating the effort.

The NRMA has sent members kits suggesting advertisements and feature material on a business that reached $215.4 billion in total sales. The campaign will focus on the retailer as the housewife's "purchasing agent," as local and national citizen, and on his place in the economy, as well as on retailing as a career for young people.

Television Bureau of Advertising, a member of NRMA, prepared the kit insertion on tv, suggesting sales and public-service tie-ins with merchants. TVB produced a 30-second film suitable for varied use in the campaign, and is advising members how to use this opportunity for extra local business. Radio Advertising Bureau has bulletined member stations on the event and will be supplying additional material.

The NRMA week follows the association's 50th anniversary convention Jan. 8-12 in Atlantic City. Members of a special New York committee for the special week's promotion are John Blum, senior vice president of Macy's; Merl Douglas, regional public relations manager of Sears, Roebuck & Co.; E. Laurence Goodman, sales promotion vice president of Stern Bros.; Jerome Klein, public relations director of Lane Bryant Inc., and Edward F. Engle, sales-promotion manager of NRMA.

Stromberg-Carlson buys show on 'custom network'

Another advertiser has fashioned a custom made radio "network." Stromberg Carlson last Saturday (Dec. 3) started a news-in-depth show over a 106-station lineup similar to that put together to carry Texaco Inc.'s Metropolitan Opera broadcasts this winter (BROADCASTING, Nov. 7).

Featuring editors and Washington and foreign correspondents of Newsweek, *Special Report* follows the Texaco Metropolitan Opera Broadcasts. John Scott will host the show and *Newsweek* will produce it.

According to Texaco, the stations selected for its opera broadcasts reach 95% of U. S. radio homes. Involved in the lineup are affiliates of all four networks, plus a handful of independents.

Purchase of the time for Stromberg-Carlson was handled by D'Arcy Adv.

Going to the cats

If you want to know whether cats like your cat food, ask them.

Van Camp Sea Food Co., Long Beach, Calif., is doing just that. Using a saturation radio spot campaign in 10 markets, with more to be added, Van Camp is conducting a "Pussy Cat Poll" promotion to get cat owners to test Capt. Kitt brand tuna cat food on their cats. Jingles are being used. When a consumer mails three labels and his cat's opinion of Capt. Kitt to Van Camp, the company mails back a quarter, addressed by name to the cat, in care of his owner. Campaign also includes newspapers and point-of-sale. Agency: Cunningham & Walsh, Hollywood.

A sales pitch from radio-tv farm directors

A tv or radio station with a farm director can put life into a client's "otherwise cold print media strategy," whether it's aimed at the farmer as a producer or consumer, agricultural advertisers were told in Chicago last week.

The occasion was a joint meeting of the National Assn. of Tv & Radio Farm Directors (also see convention story on page 78) with the Chicago Area Agricultural Adv. Assn. and selected guests, including station representatives. The presentation was prepared and presented by NATRFD members from agency, station, network and station representative ranks.

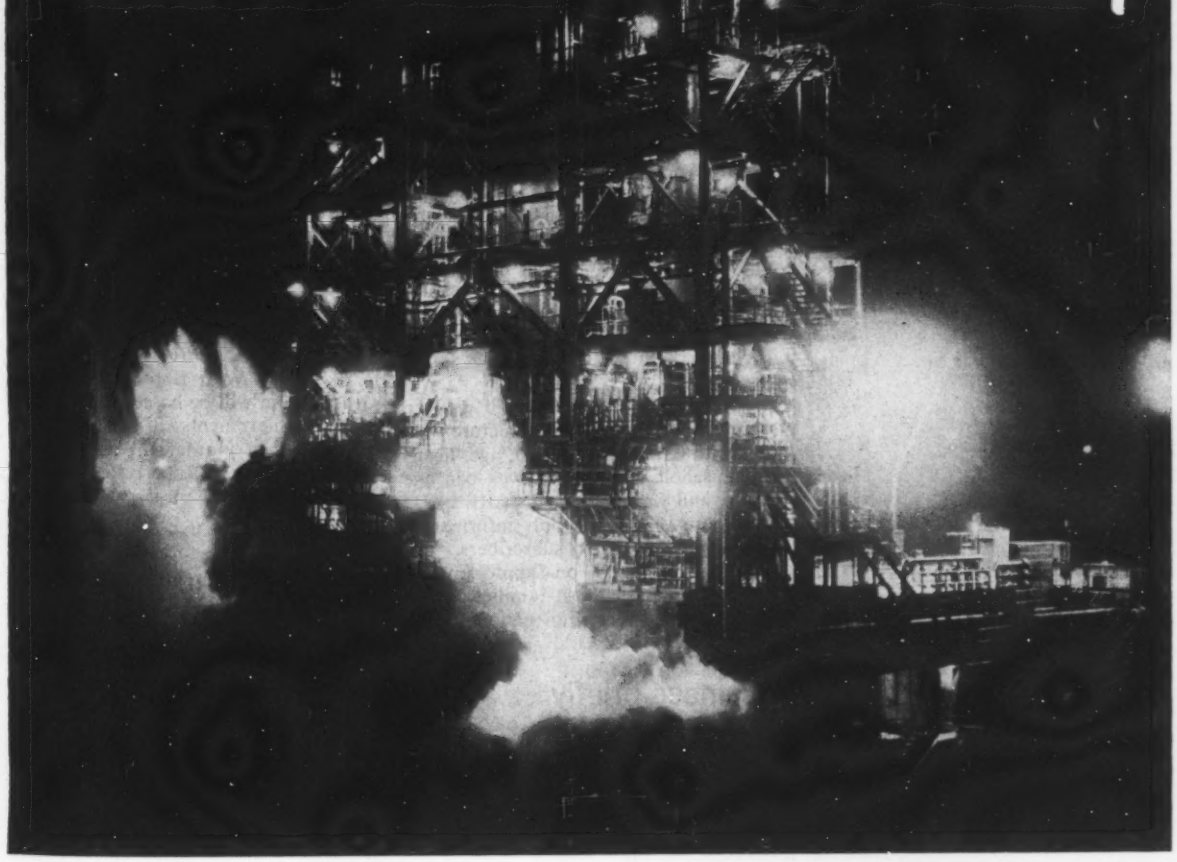
Participating in the presentation were Sam Schneider, Crosley Broadcasting Corp.; Robert Walton, John Blair & Co,; Howard Stasen, The Katz Agency; George Adkisson, Peters-Griffin-Woodward; Forrest Blair, Edward Petry & Co.; Richard Cech, Marstellar, Rickard, Gebhardt & Reed; Dixon Harper, Aubrey, Finlay, Marley & Hodgson; David Ring, CBS Radio Spot Sales; William Mason, WBBM, and Orion Samuelson, WGN, both Chicago.

The presentation rejected the notion that, with the "shrinking numbers of farmers, the farm market is likewise shrinking. This is the greatest fallacy

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



Sacramento is $100,000,000-payroll U.S. rocket and missile center

Well served by Beeline Station KFBK, modern Sacramento is one of the nation's leading agricultural centers as well as a growing industrial community . . . the rich, bustling hub of an independent inland California market with $1,953,322,000 annual retail sales.* It is also the State capital.

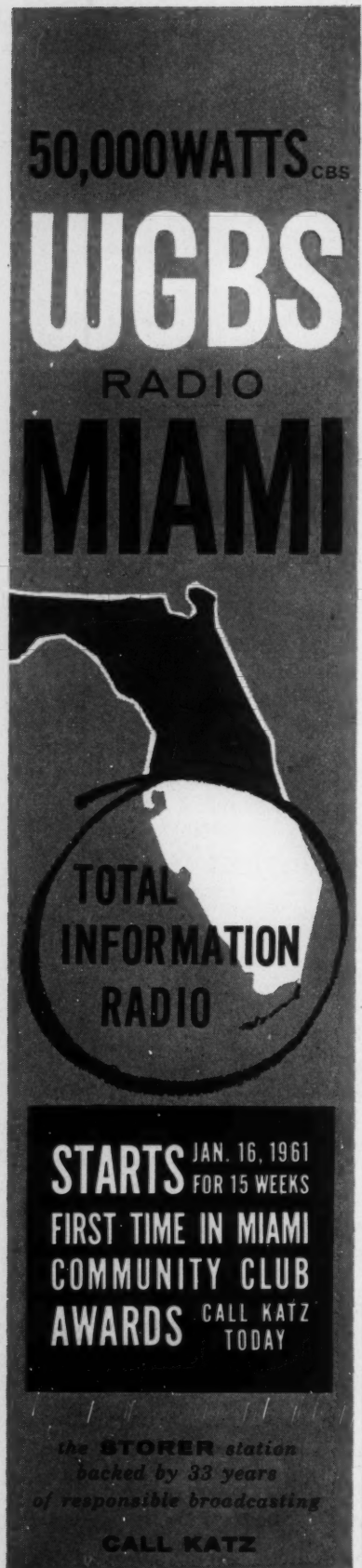
Here KFBK leads regularly in listening and programming, is No. 1 rating station most of the time. Farm programs, news, sports, good music, home economics, school and religious programs are presented in balanced format typical of *all 5* Beeline stations.

Beeline stations *as a group* give you more radio homes than any combination of competitive stations — at by far the lowest cost per thousand (Nielsen & SR&D).

**Sales Management's 1960 Survey of Buying Power*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



of the farm marketing situation."

The talk-and-slide presentation also noted that "although agriculture is national, all farming is local," and claimed that the very nature of magazines and media other than tv and radio "makes it impossible to truly serve that agriculture on a truly local application basis." Magazines may be "taking a step in the right direction" with regional editions but too often editorial and advertising content can't be localized because of mechanical and other problems, it was pointed out.

ARB announces format for its national ratings

American Research Bureau, New York, will emphasize audience composition in a new format announced last week for its National Reports, beginning with the November report that will be issued this month. ARB is the second audience measurement firm within a week to announce a change in its audience sampling service. The Pulse Inc. will start its "Pulse Audience Profile" in January 1961 (BROADCASTING, Nov. 28).

ARB National Reports will analyze the entire viewing family structure with regard to education, income, age, heads of household and housewives per age group, and viewers per set. ARB's next six reports also will supply information specially requested by subscribers. The reports are based on approximately 1,600 sample television families, representing a cross-section of national viewing.

Business briefly...

B. F. Goodrich (BBDO), **Colgate-Palmolive** (Ted Bates), **Schick** (Compton) and **Whitehall Labs** (Ted Bates) will sponsor Philadelphia's second annual Liberty Bowl football game between Penn State and Oregon U. on NBC-TV Dec. 17 (Saturday). The event, which will be colorcast, is one of eight post-season grid games to be on NBC-TV during December and January.

Insurance Co. of North America, Chicago, will sponsor CBS Radio's annual *Christmas Sing With Bing,* starring Bing Crosby, Kathryn Crosby, Rosemary Clooney and Jose Ferrer, on Dec. 24 (Sat. 7:10-7:55 p.m. EST). The special program will be written and produced in Hollywood by Sam Pierce and Bill Morrow. Murdo MacKenzie will direct. Agency: N. W. Ayer & Son, Philadelphia.

McDonald's System Inc. (restaurant chain), Chicago, plans to use a schedule of radio singing commercial spots in some 31 states as part of a 1961 advertising program to expand its drive-in restaurants coast-to-coast. Now operating 225 units, McDonald's chain hopes to open 125 additional 15-cent hamburger-and-fries shops next year. Other key media: comic sections, outdoor sheet posters and direct mail. Radio schedule has not been set yet. Shrout Agency, Morton Grove, Ill., handles the advertising.

Purex Corp., South Gate, Calif. (bleach, soap, cleanser products), has bought entire NBC-TV Inaugural Day coverage. This is a package of five to six hours covering all ceremonies from White House-to-Capitol motorcade at 11 a.m. to inaugural ball, except the President's inaugural address, which the network will present on a public-service basis. Order, placed before election but not announced until late last month, is estimated by outside source to cost upward of $250,000 for time and production. Purex agency: Edward H. Weiss Co., Chicago.

Life Magazine will sponsor a 90-minute special titled *25 Years of Life,* on NBC-TV March 2, 1961 (Thur. 9:30-11 p.m. EST). With Bob Hope as host, the program will be based on the magazine's achievements in editorial and photographic journalism in the past quarter-century. Robert Bendick was named producer. Agency: Young & Rubicam, N. Y.

Annual spot radio study released by Adam Young

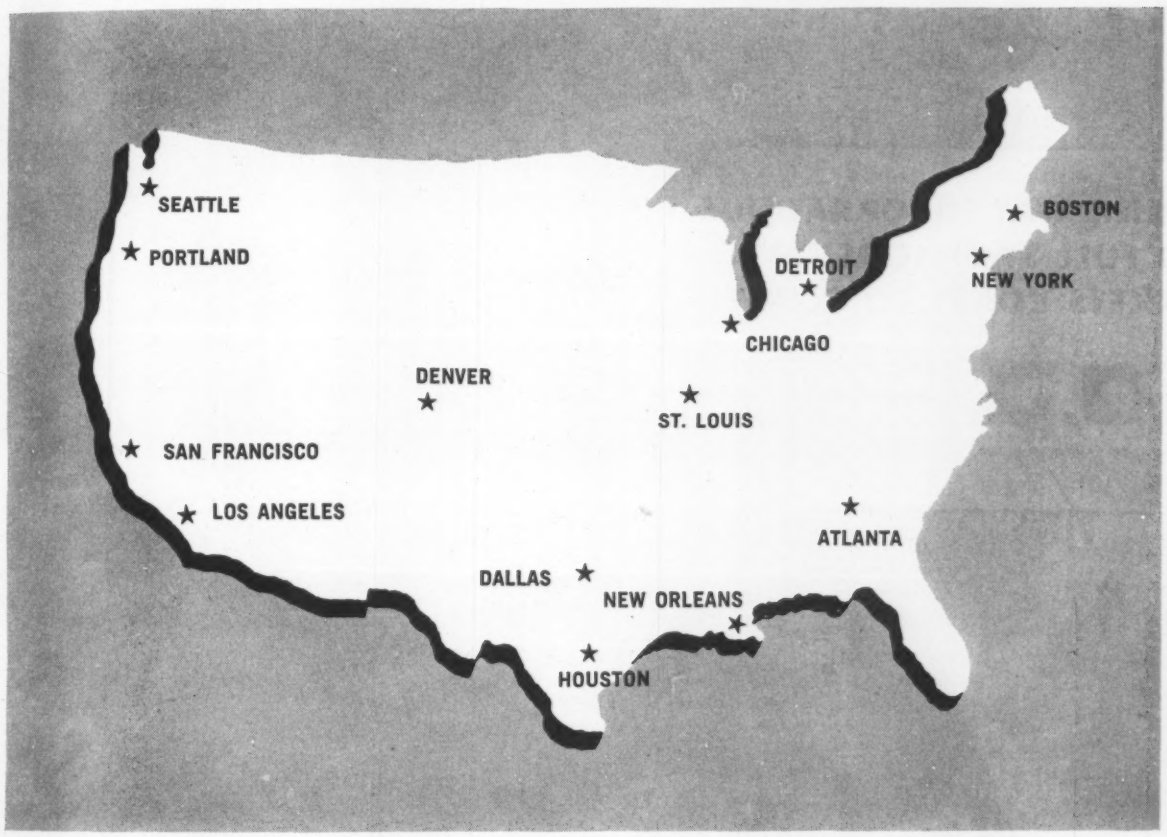
"Spot Radio '60 . . . A 100-Market Appraisal," Adam Young Inc.'s second annual spot market study, has been released. Designed as a tool for time-buyers, media and research departments, the market book provides data for the top 100 metropolitan county areas and their associated Advertiser Areas — a concept developed by Young. It is based on trading area considerations and represents the area in which radio stations for each market is most effective.

In conjunction with the market book, a poll is being taken of over 300 advertising agencies to determine whether the areas indicated in the study are accurate from the advertiser's viewpoint. Frank Boehm, director of research for the Adam Young Companies, discloses that since the first market study was released last year, eight Advertiser Areas have been checked by means of agency polls, and audience surveys have been made of the advertiser-confirmed areas.

The Advertiser Area concept is intended to reduce the confusion surrounding multiple rating reports for individual markets, and to eliminate the necessity for formulae or projections by providing a "truly advertiser-oriented radio research tool," the rep firm said.

14 WEED OFFICES

Located in every key center of national buying...

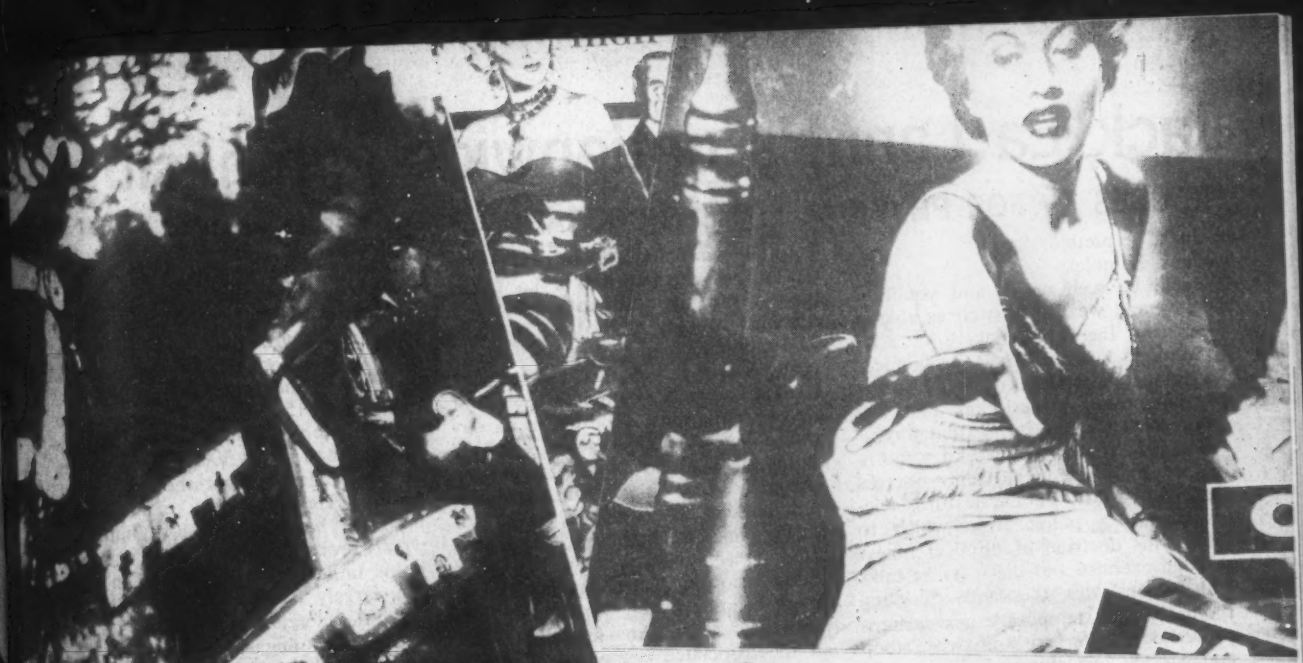


Weed's on-the-spot coverage of America's 14 leading centers of national and regional buying produces immediate action, consistent results. This is impact. And, it cannot be produced by field trips or phone calls. You've got to be there!

WEED

NEW YORK, CHICAGO, DETROIT, ST. LOUIS, BOSTON, ATLANTA, NEW ORLEANS, HOUSTON, DALLAS, DENVER, LOS ANGELES, SAN FRANCISCO, SEATTLE, PORTLAND

THAN ANY OTHER
IN HISTORY!
Comanche!
All The Horizon-Spanning Savagery
Of The Terror That Stopped The Westward
Push In Its Tracks!
DANA ANDREWS
ON THEIR WAY TO TOP RATINGS
AND FULL SPONSORSHIP IN
MARKETS COAST TO COAST!
FROM:
u.a.a.
UNITED ARTISTS ASSOCIATED, INC.
NEW YORK 247 Park Avenue, MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2030
DALLAS 1511 Bryan St., RI 7-8553
LOS ANGELES 400 S. Beverly Dr., CR 6-5886
TAMPA, FLA.
UFFALO, N. Y.
ST. LOUIS, MO.
YOUNGSTOWN, OHIO
SYRACUSE, N
NEW HAVEN, CONN.
LAS VEGAS, NEVADA
SALT LAKE CITY
SPOKANE, WASH.
PHOENIX
PHILADELPHIA, PA.
FRESNO, CALIF.
GRAND RAPIDS, MICHIGAN
INCINNATI, OHIO
DETROIT, MICH
"BOXOFFICE"
LOS ANGELES, CALIF.
SPRINGFIELD, ILL.
ATLANTA, GA.
COLUMBUS, OHIO
NEW YORK CITY
MITCHUM · URSULA



FOR THE FIRST TIME ON THE SCREEN
O PREMINGER PRESENTS BERNARD SHAW'S
SAINT JOAN STARRING RICHARD WIDMARK
ICHARD TODD ANTON WALBROOK JOHN
GIELGUD AND JEAN SEBERG

The KING Plays
The Hottest Game In The West
With Four Queens!...

BIRDIE TEASED
GRALIE CRIED
RUBY FOUGHT

CLARK GABLE · ELEANOR P

THE KING and FOUR QUEENS

with FAN WILLIS · BARBARA NICHOLS · SARA SHANE · JO VAN FLEET · Directed by Raoul Walsh · Executive Pro Produced

TOLD AS H...STRAIGHT...AND DIRTY Guy

as war itself!

COSTA

COONEY

BARTLETT

WOODRUFF

BERNSTEIN

TOLLIVER

Snat

The ASSOCIATES and ALDRICH Co. presents

JACK PALANCE · EDDIE ALBERT

ATTACK!

Jack La Lanne's nationwide gymnasium

HE USES TV FOR PHYSICAL FITNESS CRUSADE AND SALES PITCHES

Jack, be nimble;
Jack, be quick;
Jack, be seen on tv and you'll be healthy and wealthy as well as able to jump over the candlestick.

So might Jack La Lanne (pronounced La Lane) paraphrase the old nursery rhyme into a prescription that has worked out for him in just that way.

For a half-hour each weekday morning on nearly a score of stations across the country, Mr. La Lanne turns television into a pulpit from which to preach his doctrine of physical fitness through exercise and diet. As he talks and demonstrates, thousands of living rooms become temporary gymnasiums while housewives turn and twist, stoop and stretch, watching, listening and imitating as best they can in an eager effort to regain that long-lost schoolgirl figure.

When the exercise period is over for the day, there's no doubt that some of the panting viewers slump back in their easy chairs to watch a morning movie. But many—and their number is surprisingly large—go instead to their telephones or writing desks to order La Lanne vitamin or protein tablets, exercise records, Glamour Stretchers (elastic exerciser devices), Trim Suits (to wear while doing what Jack La Lanne calls Trimnastics) or facial cream. In some cities the tablets are on sale in supermarkets, where Jack La Lanne bread is also beginning to be found. But mail order continues to account for the bulk of the business of La Lanne Inc. And a very substantial one it is, currently running at the rate of about $3-4 million a year.

Sponsors Self ▪ As his own sponsor, Mr. La Lanne has complete control of his own programs, done live each day at KTTV (TV) Los Angeles. Until recently the live shows were simultaped for use in other cities. With expansion into markets not equipped for broadcasting taped tv programs, the syndicated half-hours are now filmed at Video Recording Tape Center in Hollywood, whose owner, Alan Lane, reports that "Jack films five shows and all the associated commercials in one day's shooting and the only ones who get tired are the crew."

There are two main commercials on each program: one devoted to products which are sold in supermarkets in some cities, by mail in others; the other for products always sold by mail. This means that the first commercial must be made twice, to accommodate either type of distribution. The second commercial is of course useful in all markets.

The La Lanne personal story is the familiar tale of the convert who becomes the most avid evangelist. "As a teen-ager, I was surely the most unattractive kid in California," he writes in the recently published *The Jack La Lanne Way to Vibrant Good Health* (Prentice-Hall. $4.95). "For years I had an unsightly case of pimples . . . had to wear arch supports and special braces for my shoulders . . . I was a little guy and every kid in the block beat up on me (even the girls)."

Then, at 15, Mr. La Lanne went to a lecture on health, watched the lecturer, a man in his 50's, do handstands on the stage, and got the religion of health. He foreswore candies and pastries, began to study nutrition, would probably have become a doctor if his father had not died at an early age, largely from too much food and too little exercise.

The Beginning ▪ Instead, Jack went on to become a physical culture expert, operating a chain of studios in the San Francisco Bay area. His tv career began when the manufacturer of a health wafer hired him to conduct an exercise program on KGO-TV in that city. The sponsor ran out of money, but the program was popular enough to be kept on sustaining. After about a year, Jack decided to sponsor it himself, advertising a home exercise course, with booklets for men and for women. A cookbook was added, then a protein supplement, a reducing aid, a vitamin supplement and the Glamour Stretcher.

After six years as his own sponsor on KGO-TV, Jack La Lanne moved to Los Angeles and began doing his program on KTTV, sending the tapes back to KGO-TV. That was two years ago. A year later, WNTA-TV New York was added to the La Lanne outlets and since then the list has grown to today's total of 18 stations, the most recent being WLWA (TV) Atlanta. The time is purchased outright on a five-days-a-week, 52-weeks-a-year basis. "There are no per inquiry or other partnership deals," Henry Akerberg, executive vice president of La Lanne Inc., said last week. "That is not to say there is not a lot of bargaining," he added. "We buy on our own cost-per-thousand formula and sometimes the station has different ideas than ours about that."

Mr. Akerberg, who joined La Lanne Inc. after many years as marketing vice president of MacMillan Petroleum Corp., said that the expansion from two to 18 stations has all been financed by the company itself. "We didn't have to borrow a penny," he stated. Future expansion, and talks have already been held for exporting the tv programs to Canada, England, Australia and throughout Latin America, will similarly be initiated out of profits.

Where the Profits Come From ▪ The products whose sale provides those

In his office, President Jack La Lanne of La Lanne Inc. discusses advertising plans with (l. to r.): Stanley Johnson, secretary-treasurer; Hank Akerberg, executive vice president; Mr. La Lanne, Elaine (Mrs. Jack) La Lanne, first vice president, all of La Lanne Inc., and Lyle Westcott, account executive on La Lanne advertising at Compton Adv. Inc., Los Angeles.

WHAT DOES THE PRESS THINK?

How do newspapers and magazines like our complete-range programming? You'll find the answers in these few quotes taken from unsolicited articles published since 1959:

"More than 500 letters a month and the praise of local critics testify to the success of WJR's adult programming in the fine arts."

NEW YORK TIMES, August 14, 1960

"This 50 KW, clear-channel station is successfully programming in the grand manner with shows that are expensive, live, carefully produced and dignified."

BROADCASTING, Oct. 12, 1959

"[WJR's] Radiance fans out . . . to cover a wide Midwestern area, reaching into Canada, focusing wherever there are people who love really good music—and are interested in discussion."

TV-RADIO MIRROR, May, 1960

"From the response . . . and the other AM radio stations which are starting to follow WJR's lead, the station . . . has proved its point."

DETROIT FREE PRESS, Feb. 28, 1960

"We like the new WJR principally because it treats its listeners as mature adults. Acting on the widely neglected premise that radio listeners are intelligent beings, the directors have used good judgment and refreshing imagination in formulating their programs. Varied entertainment, culture and instruction are available, brightly packaged and wittily presented."

MICHIGAN CATHOLIC, March 31, 1960

"Detroit's WJR—Heard Here Is an Oasis in Radio's Sameness."

CLEVELAND PRESS, July 22, 1959

". . . WJR is the prophetic voice of the future if AM radio is to survive as a medium deserving and receiving the attention of adults."

CHRISTIAN SCIENCE MONITOR, Boston, June 23, 1959

WJR DETROIT

760 KC 50,000 WATTS

RADIO WITH ADULT APPEAL

Call WJR or your Henry I. Christal representative and see what WJR offers you.

Everyone can have a rich uncle from Mutual of Omaha

The Mutual Benefit Health & Accident Assn., Omaha, decided last summer to try a new approach for advertising its health and accident policies. It initiated a test tv spot campaign in San Francisco in which the commercials attempted to gain interviews for its salesmen rather than trying to impart facts about its insurance.

Mutual created a humorous, imaginary character called "Uncle Moo," who represents the company's contribution to the security of the average working man's life. The test campaign in San Francisco was "so successful," company officials reported, that Mutual of Omaha decided to expand the "Uncle Moo" effort to 16 stations in eight markets (Seattle, Portland, Sacramento, Phoenix, Tucson, Reno and Pocatello, Idaho). The campaign has begun or will start shortly in these markets.

The company, through its agency, Guild, Bascom & Bonfigli, San Francisco, created both one-minute film commercials and a 20-second animated version (see cut below). The commercials endeavor to create a favorable image for Mutual by depicting "Uncle Moo" (Mutual of Omaha) as a friendly individual, who is interested in the welfare of the viewer's family. The commercial is aimed at breaking "the icy barrier that often greets the agent when he rings the doorbell," company officials said.

ANNOUNCER (VOICE OVER): Do you have a rich uncle to help keep the family going, if you get laid up for maybe months? Or even life? Well, you can have rich Uncle Moo, the man with the moolah at Mutual of Omaha. (With final frame) Find out how rich Uncle Moo can look after you today.

profits all belong entirely to La Lanne Inc., with one exception. The vitamin and protein tablets were developed for La Lanne by a team of U. of California biochemists and made by various pharmaceutical companies to the La Lanne formulas, with La Lanne handling the distribution. Mr. La Lanne himself developed the Glamour Stretcher and made the original molds. About 4 million have been sold, each with a lifetime guarantee.

The sole La Lanne product not owned and distributed by La Lanne Inc. is the bread, a wholewheat stone ground loaf and a hi-protein loaf. For a half dozen years these loaves have been made and sold by Homecraft Baking Co., a small bakery in San Leandro, Calif. Now the formulas have been licensed to Interstate Bakeries, which has started distribution in Southern California, plans to put the breads into every market where the La Lanne programs are seen. Mr. La Lanne made the tv and radio commercials for the breads for Interstate's use.

The La Lanne broadcasts are placed through Compton Adv. Inc., Los Angeles. The agency also helps in designing package labels and store displays and in suggesting points to be stressed in the commercials which Mr. La Lanne ad libs, as he does his entire program. "This puts quite a strain on me," he commented, "so after I get out of the tv studio I go over to the gym and work out for a couple of hours to relax."

On his broadcasts, Jack La Lanne, in his own trim fitting exercise suit, goes through the exercises he prescribes for his viewers without breathing hard or losing a word of his flow of comforting words, assuring each member of the audience that he (or more probably she) can be just as fit as the master, who in his 40's is still short (5 feet, 7½ inches), but has developed his body to a muscular 170 pounds. Each year on his birthday, he performs some feat of strength or endurance, such as doing 1,033 pushups on the *You Asked For It* tv show, "to prove to myself that I am getting stronger as I grow older."

Rating High ▪ The *Jack LaLanne Show* is the top-rated program in its time slot (usually 9-9:30 or 9:30-10 a.m.) in most cities, a happy fact he credits to "my best form of advertising, one woman telling another what I've done for her." But in a few cities, like New York, the program is at the wrong end of the list. "Here," says Mr. Akerberg, "the station dropped its morning programming for the summer, when we went into an afternoon spot which was not a very good time for our show. When the first fall ARB rating was made, we had just moved to our present morning time and we expect our next rating to be much better."

With his past success, the recent growth of his domestic tv coverage and the invasion of foreign countries just ahead, Jack La Lanne should be a very happy man. And he is . . . but for just one thing. "I'm helping a great many women to feel better and look better," he says, "but the midmorning time of my broadcasts means that I'm not doing anything for the men, and believe me, they need it just as much as the women do." The problem is the time: most tv stations aren't ready to make available 30 minutes, or even 15, at 7 a.m., nor yet at 10:30 p.m., which he feels would be almost as good as the early morning time, as "exercise can relax you as well as wake you up."

But he is still hoping to find a way to get a tv program for men on the air. And, judging from his past record, it's a pretty good bet that Jack La Lanne will do just that.

Johnson takes 'Skelton'

S. C. Johnson & Son (Johnson's wax), Racine, Wis., alternate-week sponsor of *Red Skelton Show* (Tues. 9:30-10:30 p.m. EST), will start full sponsorship of the comedy series in mid-February 1961. Pet Milk Co., via Gardner Adv., St. Louis, which also began alternate sponsorship of *Skelton* in 1955, is withdrawing from the show to pursue "new advertising strategy," an agency spokesman said recently.

Johnson's wax, through Foote, Cone & Belding Inc., New York, also is alternate-week sponsor of four other CBS-TV programs: *Angel, Ann Sothern, Zane Grey* and *Garry Moore.*

Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous* one. But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

The Christian Church
Mr. Al Worth
KWTV
Oklahoma City, Oklahoma
Dear Al:
Probably you recognize the letterhead; you were in our fellowship hall last month speaking to our Lion's Club.
From the 17 to the 23 of July I am directing a Junior High Church Camp south of Madill on the north edge of Lake Texoma. Would it be possible for you to write me concerning the following weather possibilities: temperature range, morning and night; rain (?); and the times of sunrise and sunset.
Sincerely yours,
Rev. Harold N. Smith
Enclosure
HNS/vna
TEMPERATURE RANGE—
High: 92 to 95. Low 70 to 75
RAIN—Little or none . . .
If any rain occurs it will be in the form of short, light showers. Not enough to interrupt any camping or athletic activities.
The sun will rise at 5:26 AM and set at 7:44 PM.
Long Distance Call made by KWTV Chief Meteorologist Al Worth to Rev. Harold N. Smith.

Requests like this are not unusual in the KWTV Weather Department.

Oklahomans in all walks . . . pilots, farmers and ranchers, businessmen, building contractors, sportmen and wash-line worriers . . . look to KWTV for reliable weather facts.

In addition to interpreting and reporting Oklahoma's universal conversation-piece . . . weather . . . KWTV's Chief Meteorologist Al Worth is in constant demand as a civic speaker. Here is reflected the vital importance of weather in Oklahoma, and the popularity of KWTV's 6 daily weathercasts.

Oklahoma's Weather Eye-

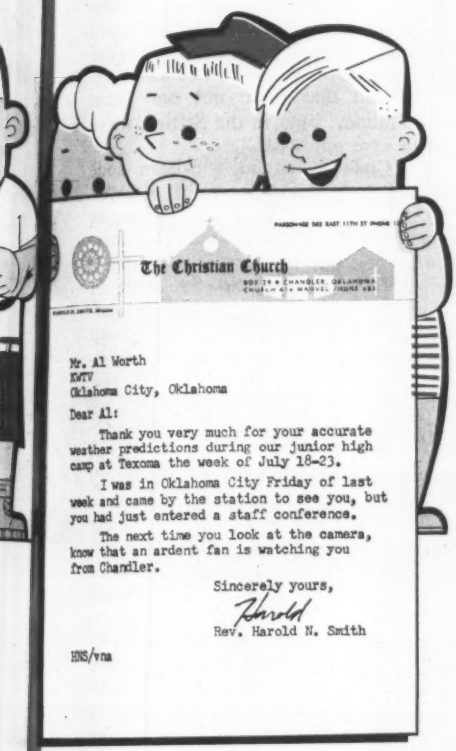
KWTV

CBS

OKLAHOMA CITY

The TOWER with SALESpower in Oklahoma!

EDGAR T. BELL, *General Manager* JACK DeLIER, *Sales Manager*


The Christian Church
Mr. Al Worth
KWTV
Oklahoma City, Oklahoma
Dear Al:
Thank you very much for your accurate weather predictions during our junior high camp at Texoma the week of July 18-23.
I was in Oklahoma City Friday of last week and came by the station to see you, but you had just entered a staff conference.
The next time you look at the camera, know that an ardent fan is watching you from Chandler.
Sincerely yours,
Rev. Harold N. Smith
HNS/vna

Weather-conscious Oklahoma viewers have come to depend on the accuracy of KWTV's completely equipped weather station, and the interpretive talents of KWTV's professional meteorologists Al Worth and Ray Booker. These two experienced weathercasters draw their information from:

- KWTV's own on-camera radar installation.
- A facsimile weather map machine.
- A battery of high-speed weather teletypes.
- An on-camera Bendix Friez instrument panel which automatically registers outside weather conditions.

KWTV's modern meteorological equipment, plus the interpretive skills of two professional meteorologists make KWTV "Oklahoma's Weather Eye."

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

Agency appointments...

▪ Mead Johnson Co. of Canada Ltd. names Kenyon & Eckhardt Inc., Toronto, to handle new product account currently in developmental stage in test markets.

▪ Armour & Co. appoints Young & Rubicam, Chicago, for various products (meat, dairy, poultry, margarine, refinery, etc.) formerly handled by N. W. Ayer & Son, that city. Estimated billings: about $3 million. Armour also named North Adv. to handle its Miss Wisconsin cheese.

▪ Sealy Inc. (mattress supplies), Chicago, appoints Earle Ludgin & Co., that city, to handle its consumer and trade advertising. Account previously was represented by J. Walter Thompson Co. (Sealy Mattress Co.-Chicago account is handled by Edward H. Weiss & Co.)

Rep appointments...

▪ WWIL-AM-FM Fort Lauderdale, Fla.: Weed Radio Corp.

▪ WYAK (FM) Sarasota, Fla.: George T. Hopewell Inc., N. Y.

▪ Spot Time Sales Inc., New York, appointed to represent following radio stations within past six weeks, according to an announcement last week: WOTR Corry, Pa.; WKRZ Oil City, Pa.; WSPN Saratoga Springs, N. Y.; WMOD Moundsville, W. Va.; KGEN Tulare, Calif.; WPAC Patchogue, N. Y.; WINC Winchester, Va.; WSIG Mt. Jackson, Va.; WFVA Fredericksburg, Va.; WHYL Carlisle, Pa.; WAYZ Waynesboro, Pa.; WELD Fisher, W. Va.; KCCR Pierre, S. D.; KCOG Centerville, Iowa; WSEN Baldwinsville, N. Y.; KUTY Palmdale-Lancaster, Calif.; WFRL Freeport, Ill.; WAIM Albion-Marshall, Mich.; WSFR Sanford, Fla., and midwest and east coast representation of KMAP Bakersfield, Calif.

▪ KBAK-TV Bakersfield, Calif.: Select Station Representatives, New York, in area from New York to Washington, D. C. Weed Television Corp. is rep for rest of country.

Also in advertising...

Incentive system ▪ Gardner Adv., St. Louis, won a top award for an "outstanding promotional program" for an interoffice incentive-award competition created and produced with an effort worthy of a campaign for a client's new product. The agency's "Ideas Unlimited" campaign was honored by the National Assn. of Suggestion Systems in the category of companies with fewer than 5,000 employes. Competition in this category was between 69 firms with exhibitions at the association's annual convention. The prizewinning program solicited ideas to improve working conditions and office procedures, reduce expenses or increase efficiency and suggestions for improving service to Gardner clients. Awards for accepted suggestions range from $10 to $2,500.

Larger headquarters ▪ Peters, Griffin, Woodward, Los Angeles, has moved to larger offices in the Lee Tower, 5455 Wilshire Blvd., Los Angeles 36. New phone is Webster 8-3585.

The whole schmier ▪ The Advertising Research Foundation, N. Y., has published complete proceedings of its Sixth Annual Conference held in New York Oct. 4 and 5. Texts and illustrations of speakers at four sessions are included in the 96-page volume, available from ARF at cost, $4. Reprints of individual talks are 50 cents, with reductions on quantity orders. The ARF address is 3 E. 54th Street, New York 22.

Two offices move ▪ Two Avery-Knodel sales offices have moved to larger quarters. The new address of the Atlanta office is 501 Glenn Bldg., 120 Marietta St., N. W., Atlanta 3. The rep firm's Dallas bureau moves to Suite 3010 Fidelity Union Tower Bldg., Dallas 1. Telephone numbers remain the same.

Expands ▪ Western FM Sales, exclusive fm station representative firm, has opened a New York office at 38 W. 57 St. Bill Heaton, formerly with Daren McGavren Co., is in charge. Company's home office has recently moved to 6362 Hollywood Blvd. Other offices are in San Francisco, Detroit and Chicago.

Image improvement thru trade press advertising

A broadcast station can improve its "image" through the advertising medium of the radio and television trade press. This was the specific message expressed last week in New York by Robert A. J. Bordley, general sales manager, WTOP-AM-FM-TV Washington, and William B. Quarton, president, WMT-AM-TV Cedar Rapids, Iowa, in speeches at the Radio & Television Executives Society timebuying and selling seminar.

They covered the general objectives of their stations from the aspect of advertising in the various trade publications. Additional remarks by Bob Hutton, Edward Petry Co., station representative, and Dave Partridge, Westinghouse Broadcasting Co., covered consistency and content in trade paper advertising and emphasized a need for such advertising because of timebuyer turnover in agencies. Presiding at the session was Maury Long, vice president and general manager, BROADCASTING magazine.

TAKE THE HIGH ROAD

That's the path broadcasters attending final NAB fall conference were urged to follow

The 1960 round of NAB fall conferences came to an end last week with a call for stations—both radio and television—to keep their responsibilities in mind and their sights high.

The eighth and last meeting of the annual series, held in New York on Monday and Tuesday (Nov. 28-29), was marked by these highlights:

▪ Clair R. McCollough of the Steinman stations, chairman of the NAB policy committee, foresaw broadcasting gains in both influence and freedom in the next 10 years, but cautioned that obligations to the public will increase as well.

▪ The importance of the radio and television codes—and of getting more stations to subscribe to them—was stressed, and plans to re-write the television code were reviewed.

▪ Arthur H. Motley, publisher of *Parade,* a member of the board of Whitney Communications and president of the U. S. Chamber of Commerce, urged radio and television stations to be more "local" and serve their communities as newspapers do.

Mr. McCollough told the Monday luncheon session that present signs point to a growth in freedom and influence for broadcasters but that the future also "most certainly will hold the broadcaster in even greater obligation to the American public."

He reiterated that legislators and regulators appear now to place "a higher degree of faith" in broadcasting, at least partly because of "the impartial handling of this year's political debates." But he hastened to advise broadcasters to keep their goals high, and laid down these "touchstones for the future":

▪ A determined, organized effort to bolster the economy through ethical advertising.

▪ A dedication to the cause of better education.

▪ An awareness of responsibilities to inform, fully and fairly.

▪ A comprehension of the public interest in order that "we may meet it" in a climate of decision freely made.

▪ A concerted, organized effort to portray the industry to the public for what it is, and aspires to become.

Mr. McCollough touched upon advertising on radio and television and said:

"The stake of broadcasters and advertisers in the NAB Radio and Television Codes are inseparable. Their aim is to develop the finest kind of advertising on radio and television—the selling, convincing kind of advertising—without sacrificing integrity or good taste and in full knowledge of the powerful impact of broadcasting on family life."

Radio Code ▪ Radio broadcasters spent a serious morning exploring ways to bring more subscribers into the NAB Radio Code structure. Cecil Woodland of WEJL Scranton, Pa., a code board member, said his station had found code membership an advantage in selling time—that at least one department store in his area, for instance, refused to buy any non-code station because it felt code subscribers would backstop copy.

Herbert L. Kreuger of WTAG Worcester, Mass., another member of the radio code board, solicited ideas for new membership appeals that might widen the ranks of subscribers.

Herbert E. Evans of Peoples Broadcasting Corp., Columbus, Ohio, told the conference that the FCC ought to require all broadcast managers to go to the hospital for at least a week and listen to their own stations. Speaking on "Radio in the Sixties," he said broadcasting needs a sense of purpose and destiny if it is to avoid becoming a mechanical jukebox with automatic commercials.

Referring to his mission to the Inter-American Assn. of Broadcasters' fall meeting, Mr. Evans called U. S. broadcasters' problems trivial in comparison with Latins', whom he saluted as "some of the most courageous men" anywhere. He said radio throughout the world must pay attention to the great social issues, to the problems in the lives of people in a mechanized civilization, helping them find a sense of emotional security.

"The reason Congress is looking down our throats is that they've heard from the people," he asserted. "They're tired of cheapness and tawdriness."

He said that radio not only must make money, but "in the Sixties, we've got to save our souls."

Tv Code ▪ In the television code meeting E. K. Hartenbower of KCMO-TV Kansas City, chairman of the tv code review board, repeated his conviction that steady progress is being made in improving the quality and taste of commercials in the touchy field of personal products advertising. He stressed again that personal products commercials, movie trailers and post-'48 feature films are the code board's greatest concerns.

Mr. Hartenbower also spoke out against the idea of creating a regulatory "czar" for television. He said:

"No one yet has spelled out, to my satisfaction at least, whether this superman [czar] is to issue his edicts based on the television code or some similar document or whether the pronouncements are to come from the depths of his own soul. We have rejected this solution, too, believing that such a solution is inconsistent with our statutory obligation as licensees and even more important, with our concept of methods appropriate to free men in a free society."

Mr. Hartenbower reported that as of last week 385 stations, 23 film companies and three networks were tv code subscribers.

Edward H. Bronson, director of television code affairs, called attention to plans to rewrite the code—to simplify and thus make it easier to understand and apply—and asked that suggestions toward this objective be submitted as soon as possible.

Stockton Helffrich, director of the New York office of the code, reported

RAB predicts highest set sale in history

Radio set sales in 1960 will be the highest in broadcast history, Radio Advertising Bureau predicted last week. The all-time high of 19.9 million radio sets sold in 1947 will be surpassed by the sale this year of 20.5 million home, portable, clock and auto sets, RAB stated.

To arrive at its 1960 set count, RAB analyzed Electronics Industries Assn. reports covering the first nine months of year, charted trends over the past decade, and projected year-end auto radio sales on the basis of reports from R. L. Polk, as published in *Automotive News.* Japanese transistor set sales are also included in the estimate, based on figures from Japan Trade Center.

Referring to reports that the sale of tv sets in 1960 are down sharply, RAB said the year's total sale of tv sets would not exceed 5.7 million, as against six million sold in 1959. Kevin B. Sweeney, RAB president, hailed the set count findings as proof that "radio is, more than ever, the medium to reach all the people. No advertising medium in history has ever come close to the almost complete saturation of American homes now achieved by radio."

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briefly on the activities of his recently established office.

Mr. Motley, introduced as a director of Whitney Communications (Corinthian stations), said he was appearing as "a print man"—and proved it by asserting that prolonged metropolitan newspaper strikes have "proved the inability of electronic media to provide an adequate substitute for the daily paper." His advice to broadcasters: Go local. "Television," he said, "cannot hope to be as important or influential as the newspaper until, like the newspaper, it begins to think, act and 'publish' like a local medium."

Both newspapers and broadcasters, Mr. Motley said, must justify their right to freedom by proper performance of the obligations of a free press. "The fact of local origination which has given the newspaper its great influence in the print field can also be used to at least partially increase the stature and impact of the tv station," the publisher asserted.

He said that magazines, trying to move in this direction by offering special regional inserts, will end by weakening their national influence without gaining the power and impact newspapers owe to their local origins.

Richard J. Goggin of New York U., a member of the board of the Assn. for Professional Broadcasting Education, suggested that broadcasters offer scholarships and summer jobs to outstanding students to encourage them to train for careers in radio-tv. He said APBE's membership now includes 55 schools which are "seriously engaged in realistic programs of education for broadcasting" and which have more than 2,000 students enrolled in broadcasting courses.

Give FCC full story, NAB vp tells members

"Tell your story more adequately." This was the advice proferred last week by John F. Meagher, NAB radio vice president, to radio members.

In a report to radio stations on the NAB's meeting with FCC commissioners and staff three weeks ago (CLOSED CIRCUIT, Nov. 28), Mr. Meagher said that the commissioners expressed the belief that where circumstances have made it necessary to change programming structures from that listed in new or renewal applications, "the licensee would be well advised to inform the commission of the facts which required him to deviate substantially from his proposals as they occur, rather than to wait until the time for filing his renewal."

The meeting with the FCC took place to clarify reports that the FCC had a numerical ceiling on the number of spot announcements stations can carry weekly. This has aroused wide-spread fears among radio-station owners.

The commissioners explained, Mr. Meagher reported, that most of this type of count is used as an indication of whether further examination should be made of a renewal application. Also, he stated he was told the count was used primarily in comparing "promise" vs. "performance."

The commissioners told him, the NAB radio chief said, that most inquiries to stations on this subject have been answered satisfactorily. Very few of these inquiries resulted in formal, 309(b) letters raising the spectre of a hearing, the commissioners said, Mr. Meagher reported.

Provision for more adequate explanation of programming is going to be a part of the new renewal forms, Mr. Meagher explained. At this time licensees will have an opportunity to file comments and explain their operations, he added.

AB-PT's net income to hit record high

Income from television interests will put 1960 net earnings of American Broadcasting-Paramount Theatres Inc. at a record level, Leonard H. Goldenson, AB-PT president, told the Investment Analysts Society of Chicago last Thursday (Dec. 1). Nine months net earnings for 1960 were $7,522,000 or $1.80 a share, close to the net earnings for the full year 1959 of $7,967,000 or $1.87 a share, he said. Gross time billings will be approximately 30% higher this year than in 1959, he added.

Mr. Goldenson stated that television is providing the major source of income and earnings and the improvement this year. Commenting on ABC-TV's continuing expansion, Mr. Goldenson pointed out that the network recently reported, for the first time, the "largest share of the total nighttime audience of the three major networks.

AB-PT's theatre business to date in the fourth quarter is running approximately equal to last year, Mr. Goldenson said, noting also continued progress by the company's other operations. Referring to ABC-TV's overseas tv participation, he said that foreign television is growing much faster than U. S. television.

KCUL to 50 kw

KCUL Ft. Worth, Tex., last week announced an increase in power to 50 kw with the installation of a new $125,000 transmitter built by Gates Radio Corp., Quincy, Ill. Testing of the new equipment is expected to be completed by Dec. 15 when the station officially inaugurates its power boost. KCUL owner Kurt Meer said the station will extend its broadcast day from 19 to 24 hours.

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RADIO-TV NEWS MATURITY

Critics, newsmen agree that it has become of age; warn SDX delegates of complacency in other media

Two of television's most exacting but respected critics joined a leading radio-tv news practitioner last week in agreeing that broadcast journalism has come of age.

Jack Gould of the *New York Times* and Gilbert Seldes, author, critic, and dean of the U. of Pennsylvania's school of communications, went along—with some reservations that observers considered surprisingly mild — with Sig Mickelson, president of CBS News, in commending the responsibility and maturity of information programming in radio and tv.

The three were panelists in an examination of "How Mature is Broadcast Journalism?" a feature of the Thursday afternoon session of the annual convention of Sigma Delta Chi, professional journalism fraternity. William J. Small, news director of WHAS-AM-TV Louisville and chairman of the Radio & Television News Directors Assn., was moderator of the discussion and joined in the defense of broadcasting's record.

Dr. Frank Stanton, president of CBS Inc., was to be principal speaker at the Saturday luncheon of the convention, held in New York. The question of press fairness during the Kennedy-Nixon presidential campaign was to be explored by the nominees' respective news secretaries, Pierre Salinger and Herbert Klein, in a session Friday afternoon.

Wide Range ▪ Discussing journalistic maturity Mr. Gould noted the wide range of informational programming currently available on television and said tv's influence in this area will be felt by other media—perhaps "disastrously" for newspapers if they become "complacent." He said broadcast management is paying more attention to news coverage than ever before but warned that the position of news in this respect is not wholly secure. He expressed hope that strong "pressures" which exist—pressures for sales in the mounting competition among the three tv networks, for instance—will not be permitted to relegate informational programming to a lesser role.

Mr. Gould said that true competition in this type of programming exists for the first time, with CBS and NBC competing against each other and with ABC "on the verge of upheaval" in getting into the race. ABC, he added, "begins with the formidable advantage of having no place to go but up," presumably referring to NBC Chairman Robert W. Sarnoff's recent attack on ABC-TV programming (BROADCASTING, Nov. 21). He also speculated that ABC President Leonard Goldenson "may be looking forward to twitting Bob Sarnoff in a year or two."

Mr. Gould's principal target was television commentary, which he called "disgraceful" and in fact virtually nonexistent. When Mr. Mickelson noted that newsman Howard K. Smith had been providing commentary on CBS-TV's 7:15 p.m. newscast for more than three years, Mr. Gould said the time available was too short and such commentaries could not compare with those provided by Elmer Davis and others in pre-tv radio.

Mr. Mickelson maintained that television journalism had come of age years ago and would continue to grow in the future.

Television journalism, he said, is a totally new kind of journalism and should be judged on the basis of its total informational output — the documentaries and similar depth studies along with the regular newscasts.

He singled out television's dominant role in the recent presidential election campaign as a key factor in the record turnout at the polls.

Following Messrs. Gould and Mickelson, Mr. Seldes said he was "in the awkward position of a man who demanded equal time to reply and then had nothing to say."

He compared the responsibility displayed by network news coverage with that of the *New York Times*, but criticized local stations' news programming as "coming close to falsification." Later he said he didn't mean to imply that stations were "deliberately lying," but rather that in their choice of film clips and editorial selection they often make important news seem insignificant, and vice versa. Mr. Gould agreed that in local newscasts "a lot of trivia" often crowds out the important news.

Mr. Small defended local news operations against such "blanket indictments." Wouldn't it be pertinent, he asked, to compare the news job done by local stations with that done by local newspapers?

Mr. Seldes held that television has no obligation to be as comprehensive as newspapers, or to cover as many items. He thought there was a great danger that people might conclude that what they saw in newscasts was all of the news that was important. Actually, he suggested, television's proper role might be to point up the most significant areas of news and let viewers rely on newspapers for complete details.

Messrs. Mickelson, Gould and Small agreed that there was no need for continuation of Sec. 315's equal-time requirements as a means of assuring fairness, but Mr. Seldes insisted that there are differences between radio-tv and newspapers that should be examined carefully before it is finally decided that some such regulation is not needed.

Oklahomans to buck court radio-tv ban

The Oklahoma Broadcasters Assn. has cranked up a campaign to try to overturn a state supreme court ruling earlier late last month affirming its previous ban on radio mikes and tv and news cameras (BROADCASTING, Nov. 28).

The suggested editorial, asking citizens' views, has been sent to all Oklahoma broadcasters. The copy was prepared by Gustav K. Brandborg, KVOO Tulsa, and mailed by Tom Johnson (KTOK Oklahoma City), OBA president.

Aim is to persuade the court, or legislature to let local judges determine for themselves whether to permit microphones and cameras in their courts.

Meanwhile, a reverse twist has been given by a convicted rapist who asked the state court of appeals to reverse his conviction on the grounds that the ban of tv cameras at his trial violated his constitutional guarantee of public hearing.

SDX announces deadline for awards competition

A deadline of Feb. 1, 1961, has been set by Sigma Delta Chi for entries in next year's Distinguished Service Awards competition for what SDX calls "journalistic excellence."

Nominations to be submitted cover the period of Jan. 1, 1960-Dec. 31, 1960, according to a notice sent out last week by Warren Agee, executive officer of the national professional journalistic fraternity. They should be made on special forms, obtainable from SDX national headquarters, 35 E. Wacker Drive, Chicago 1. The winners will be announced in April.

SDX will present bronze medallions and accompanying plaques in 15 categories including radio or television newswriting, radio reporting, television reporting, public service in radio journalism, and public service in television journalism. The awards, except those in the public service category are offered to individuals on the basis of a specific work done by Americans (SDX and non-SDX members, either men or women) published or broadcast in the United States. The journalistic public service awards are given to radio and tv stations, newspapers and magazines.

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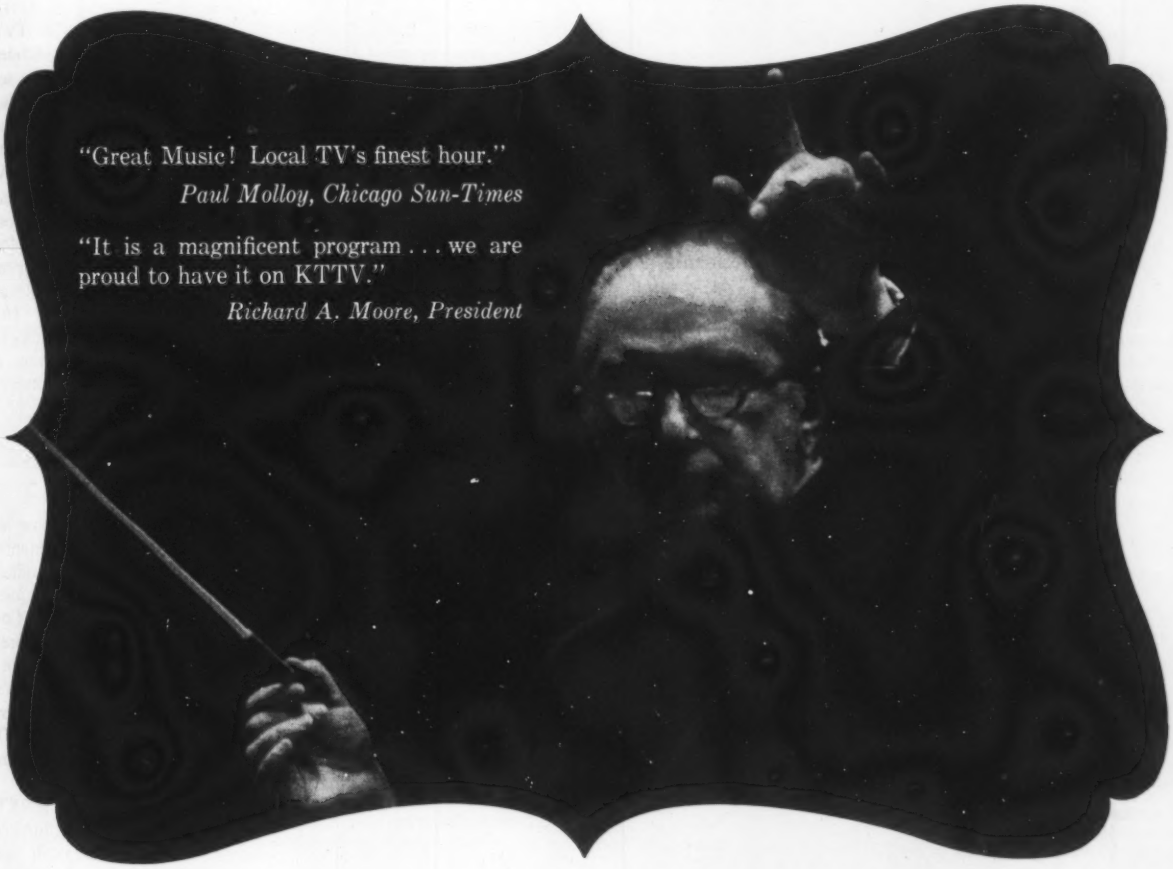
"Great Music! Local TV's finest hour."
Paul Molloy, Chicago Sun-Times
"It is a magnificent program . . . we are proud to have it on KTTV."
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Great Music from Chicago brings your market a great variety of music. Symphonies, Pop Concerts, Broadway Show Tunes, Opera and Jazz. Week after week Great Music presents the finest names in music . . . Fritz Reiner, Andre Kostelanetz, Sir Thomas Beecham, Howard Barlow, Arthur Fiedler; the renowned Chicago Symphony Orchestra; guest soloists: Dorothy Kirsten, Byron Janis, Sarah Vaughan and many others. Critics and Audiences agree GREAT MUSIC FROM CHICAGO is "Television's Finest Hour".

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Hawaiian catv system planned by Kaiser

First community antenna system in Hawaii was announced last week. The catv system will be installed by TelePrompTer Corp. and Henry J. Kaiser organization in the latter's new resort city of Hawaii Kai at Honolulu. System will be a joint venture, it was announced, and will mark the first step in the establishment of other antenna operations in the Islands.

Unique step in the plans, it was reported, is that subscribers to the Hawaii Kai system will be tied into the service principally by underground cables. Cable companies heretofore have used overhead lines, attached to telephone or utility poles.

Other catv news:

▪ Hotel Operating Co. (Jack Tar hotel chain) has bought five catv systems for reported $1.5 million. The systems are those owned by Stuart J. Myers and Robert E. Dunham. They comprise Athol and Pittsfield, both Massachusetts; Claremont, N. H. Bellows Falls, Vt., and Warren, Pa., totaling about 10,000 subscribers.

New acquisitions bring to 14 the number of cable companies owned by the hotel company. They include nine systems in New York and Pennsylvania, including Transvideo properties and Pen-N.Y. Corp. The 14 catvs serve 36,500 homes, it was estimated.

▪ Purchase of Jerrold Electronic Corp.'s nine catv systems for $5 million (BROADCASTING, Aug. 15) was consummated by H&B American Corp. The company announced that Leon N. Papernow, Jerrold's catv operations manager, is joining the H&B company as executive vice president of Transcontinent Communications Systems, the catv subsidiary. Mr. Papernow is the former manager and minority owner of KFSD-AM-TV San Diego, Calif.

The nine cable companies are in Ukiah, Calif.; Ventnor, N. J.; Flagstaff, Ariz.; Pocatello and Dubuque, both Iowa; Florence, Ala.; Richland, Walla Walla and Wenatchee, all Washington.

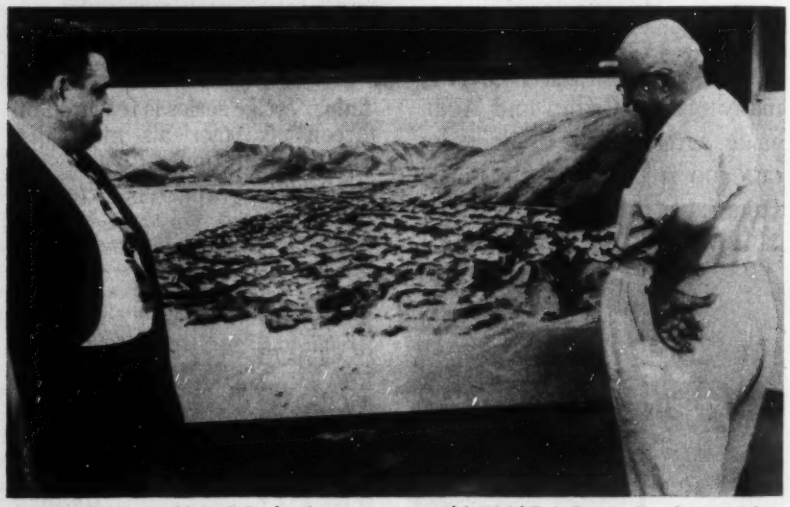
Television Electronics asset value is off 2.7%

Television - Electronics Fund last Wednesday reported record total assets of $339.4 million but a decline in per share asset value of 2.7% for its 1960 fiscal year ended this past Oct. 31.

Record assets exceeded the total of $308.1 million for fiscal 1959 but fell behind the $357.8 million reported for the third quarter of 1960 ended July 31, according to Chester D. Tripp, TEF president. Per share asset value was $7.41 compared with $7.94 at the end of fiscal 1959. The 2.7% decline includes adjustment for capital gains distribution in November 1959 and a two-for-one split in January.

TEF reported sales of shares totalling $67.7 million for fiscal 1960 as against $64.3 million last year, with redemptions of $13.9 million compared with $15.6 million. The fund held 19.2% of its assets in cash and receivables as of Oct. 31 compared with 8% a year ago.

Among principal portfolio changes, which reflect both profit-taking and general upgrading and disposal of certain unattractive issues, were those eliminating common stocks of Amphenol-Borg Electronics Corp., Bulova Watch Co., Columbia Pictures Corp., Philco Corp., Television Assoc. Inc., 20th Century-Fox Film Corp. and the convertible bond of Ampex Corp.



Hawaii Kai near Honolulu is the new Kaiser resort which will have the first catv system in the Hawaiian Islands. Shown here are Irving B. Kahn (l), president of TelePrompTer Corp. which will build the cable system, with Henry J. Kaiser (r), president of Kaiser Industries Inc.

ABC-TV's answer to Paar next fall

ABC-TV last week was slated to give affiliates a fill in on late-night program plans, a subject that had the attention of ABC officials and managers of network-owned tv stations more than a month ago (CLOSED CIRCUIT, Oct. 24).

The blueprint now is to begin the programming in October 1961. The night's offering would start at 11:15 competing for a period with NBC-TV's highly popular *Jack Paar Show*. Under current thinking, minutes would be set aside for local sale with stations also getting the station rate, though details of compensation are not yet worked out.

As previously anticipated, ABC-TV will program film in the late hours and is now negotiating with Warner Bros. (a top supplier of tv film series for ABC-TV) for rerun rights and terms on several primetime shows such as *Bronco, Cheyenne, Sugarfoot, The Alaskans* and *Bourbon St. Beat*. It's expected the network would program a different series each night on a Monday-Friday schedule.

Moving day coming for L. A. stations

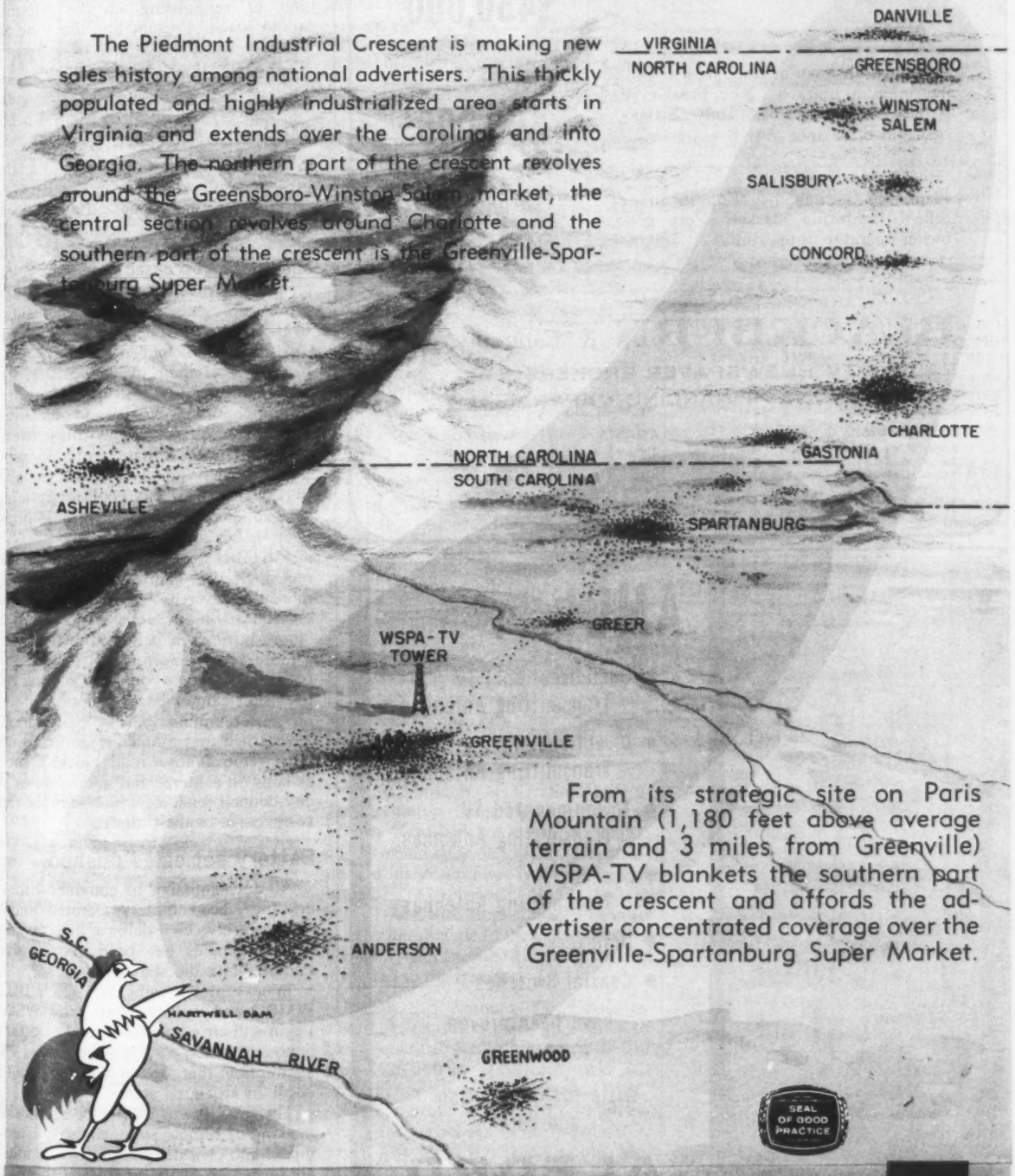
KNXT (TV), CBS-owned station in Los Angeles, at the end of the month will move from its present studio office location at 1313 N. Vine St. to join its sister radio station, KNX, and Columbia Records at Columbia Square, 6121 W. Sunset Blvd. The move coincides with termination of the tv station's 10-year lease on space in the Don Lee Bldg., also headquarters for the RKO General stations KHJ-AM-FM-TV Los Angeles.

Non-electronic equipment of KNXT is already being moved to Columbia Square where the tv station will operate the east wing of the building, currently being enlarged and remodeled to house the operation. Transfer of electronic equipment will start Dec. 17, according to the present schedule, which calls for both processes to continue on a step-by-step basis through the night of Dec. 30-31. Programming will continue to originate from Vine St. studios through Dec. 30 signoff (actually 2:35 a.m. Dec. 31), after which the final apparatus transfer will occur to enable KNXT to sign on at 7:15 a.m. Dec. 31 from Columbia Square without loss of a moment's air time. In preparation for the move, KNXT's telephone number was changed some months ago to Hollywood 9-1212, also the number of KNX.

Not long after the KNXT move, the RKO General stations are also expected to leave their present Vine St. location for new quarters in the old Capitol Rec-

WSPA-TV . . . at the heart of the Piedmont Supermarket!

The Piedmont Industrial Crescent is making new sales history among national advertisers. This thickly populated and highly industrialized area starts in Virginia and extends over the Carolinas and into Georgia. The northern part of the crescent revolves around the Greensboro-Winston Salem market, the central section revolves around Charlotte and the southern part of the crescent is the Greenville-Spartanburg Super Market.



From its strategic site on Paris Mountain (1,180 feet above average terrain and 3 miles from Greenville) WSPA-TV blankets the southern part of the crescent and affords the advertiser concentrated coverage over the Greenville-Spartanburg Super Market.

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Profitable fulltime operation in an excellent California market. Very good owner-operator opportunity. $60,000 down and liberal terms.	CENTRAL CALIF. $215,000

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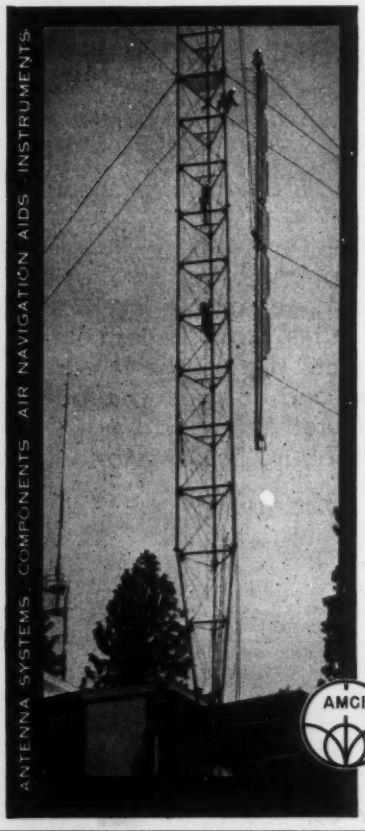

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ords Bldg. on Melrose Ave., adjoining the Desilu Studios. The building was acquired at the time General Tire & Rubber Co. took over RKO's real estate and was kept by RKO General when the adjacent property was sold to Desilu. The move of KHJ-AM-FM-TV is tentatively set for February, with the actual date dependent on completion of remodeling of the Melrose studio space. Presumably, the Vine St. facilities will then be sold or leased by RKO General to other occupants.

Make better use of tv, Mickelson urges group

"There is no news and public affairs presentation produced by a network which cannot be duplicated at the local level," Sig Mickelson, president of CBS News, told delegates at last week's 37th annual Congress of the American Municipal Assn. meeting in New York. The group represents 13,000 municipalities in the U. S. and Puerto Rico.

Urging municipal officials to make better use of their local television stations for an increased public awareness of community issues and objectives, Mr. Mickelson noted that "most television stations know that community service is good business, and will be glad to cooperate with City Halls by devoting substantial program time to local problems, issues and personalities."

Mr. Mickelson said television in the recent election campaign demonstrated more than ever its "dynamic" influence on the national scene in creating a "more curious, a better informed, and a more active" electorate. "There is no reason why these unique qualities of television cannot be put to similar use on the community level," he asserted. He warned that municipal governments must remove any "road blocks," such as bans on cameras and microphones at city council sessions, which hamper full tv coverage of their affairs.

Battery set sales pushed

All-out campaign to convince listeners they need battery-operated radio sets to receive civil defense information in emergencies has been set by five Peoria, Ill., radio stations.

In next three months, WAAP, WIRL, WMBD and WPEO Peoria, and WSIV Pekin will air a combined total of 5,000 announcements. Campaign is based on assumption that power failures would occur in an actual attack.

The move was one aspect of the meeting of Illinois State Advisory Committee and civil defense officials to initiate formation of fm emergency weather network. The presentation tuned radio receivers to five stations and on cue, all stations broadcast an fm signal—turning cacophony of five different programs into a single signal.

ACCORD CLOSE IN TALENT NEGOTIATIONS

Unsettled areas: network announcers, recorded tv commercials

(*See* AT DEADLINE *for settlement agreement story.*)

The outlook for a contract agreement between the television and radio networks and producers of film-tape commercials and the American Federation of Television & Radio Artists and the Screen Actors Guild brightened considerably last week. Negotiators scheduled meetings over the weekend in an effort to iron out areas still in dispute.

Though both union and management officials declined to discuss details of the talks, a union spokesman acknowledged: "Considerable progress has been made." It was reported that agreement in principle has been reached in all but two areas—recorded tv commercials and staff announcers at the networks and owned and operated stations. Both sides are inclined toward a three-year pact, though the old terms were for two years.

Negotiators met in small groups throughout last week and were able to resolve issues other than those involved with commercials and staff announcers.

The unions and management have been meeting for more than two months and have continued negotiations, with certain interruptions, even though AFTRA's contract with networks and stations and SAG's pact with the Film Producers Assn., of New York expired on Nov. 15. The unions are negotiating jointly for the first time in the area of recorded commercials, since AFTRA holds jurisdiction over live and taped commercials at the networks and SAG holds contracts with FPA for film and tape commercials. The joint negotiations are designed to equalize rates and conditions for all types of commercials.

Recorded commercials are said to represent the pivotal part of the negotiations. At the outset, the unions, which are proposing a unit system for fees based on the population of the cities in which commercials will be aired, asked for substantial increases over AFTRA's old contract. Management, in turn, offered a modest increase over the old SAG contract. The significant point: SAG's fees were about 20-25% below AFTRA's.

Though neither side would discuss what compromises, it any, were being made in commercial fees and conditions, it was believed that the unions "went down a little" and management "came up a little" from earlier proposals. Reports circulated that AFTRA was still seeking to increase its old fee scale, but specific information could not be obtained (BROADCASTING, Nov. 28).

Representatives from the Assn. of National Advertisers and the American Assn. of Advertising Agencies have attended negotiating sessions as observers.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KMAK Fresno, Calif.: Sold by R. O. McMahan and associates to group headed by Riley R. Gibson for $185,000. Mr. Gibson and his associates own KXOA Sacramento and KLIV San Jose, both California, and formerly owned KXO El Centro, Calif., and KAGO Klamath Falls, Ore. KMAK is 250 w on 1340 kc. Broker was Edwin Tornberg & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 103).

▪ WSSB Durham, N. C.: Sold by Edgar L. Clinton, Benjamin, Adele C. and Martin Shedleski to James S. Beattie and associates for $259,820. Mr. Beattie and his group already have interests in WPET Greensboro, N. C., and in WBUT-AM-FM Butler, Pa. Commission action included renewal of WSSB's license. Commissioner Robert T. Bartley dissented to the transfer.

▪ KCOR San Antonio, Tex.: Sold by Raoul A. Cortez Sr. and associates to Inter-American Radio Inc. for $400,000 plus $120,000 to Mr. Cortez over 10-year period not to compete. Inter-American group is headed by Ralph N. Weil, former New York broadcaster, which also owns KATZ St. Louis, Mo.

▪ KLVT Levelland, Tex.: Sold by Forrest Weimhold to Marshall and Clint Formby for $100,000. The Formbys own KACT Andrews, KFLD Floydada, KPAN Hereford and KTUE Tulia, all Texas.

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

STATIONS FOR SALE

EAST

Radio man with years of experience has $50,000.00 or over to invest in 20%-30% of profitable radio property. Will come in and manage operations. Northeastern section of United States, preferably in New England.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Midwest suburban daytimer adjacent to one of the largest markets in the country. Station priced at $185,000-.00 with 29% down and good terms on the balance. Cash flow will run at least $35,000.00 this year. This is good property for an owner-operator.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

TEXAS FULLTIMER — $160,000.00
In a medium sized Texas market. It will gross in excess of $100,000.00 in 1960 and make substantial profit. Extremely good operation, tip-top equipment, highly rated, very little competition. One of the best buys we have had. Station owns land, rents studio downtown. Remote transmitter operation. Terms to qualified buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

WEST

Pacific northwestern regional fulltimer, isolated market, price $160,000.00 less than 1½ times gross. 29% down, long terms, right party.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

Scandals didn't change viewers' tv views

REPORT SHOWS MANY FIND TV NEWS MOST ACCURATE

The average viewer's confidence in the integrity and fairness of television has remained unshaken by the 1959-60 tv quiz and payola scandals, reports of skullduggery at the FCC and assaults on tv advertising, two candidates for Ph.D. at Ohio State U. have found in a study of 1,100 tv homes in that area.

Majorities or pluralities of adult men and women answering questionnaires not only expressed faith in television, but said they believe local and national news reporting on tv is more accurate and less biased than newspapers. They also thought tv is "generally fair"—more so than newspapers—in covering candidates for office and gives a better "picture" of a candidate's qualifications for office than newspapers.

The Ph.D. candidates — Robert P. Lacy, now on the Oklahoma State U. faculty, and John H. Pennybacker, now on the Louisiana State U. faculty—took pains to emphasize that their study covers men and women in the Columbus, Ohio, area only and is not meant to be considered representative of the country as a whole.

Their information was obtained from questionnaires distributed to Columbus homes in April 1960. They were assisted by about 60 graduate and undergraduate students in tv and radio courses at OSU. The project was under the direction of Harrison B. Summers of OSU's speech department faculty.

The Sample ▪ The information was provided by 700 men and 982 women and, Messrs. Lacy and Pennybacker said, represents more people in higher income and socio-economic groups than in lower educational and income groups, since many in the latter groups failed to complete the questionnaires.

The study also indicated that majorities or pluralities of the viewers generally oppose editorializing on tv, but feel tv editorials would be more likely to influence them than those in newspapers. They favored requiring tv networks and stations to provide public service programs in prime evening time and said they would listen to such programs, if provided.

They felt violence on tv programs is harmful to children but not to adults.

They said some tv ads are visually "rigged" to make products appear to advantage, but believed similar techniques are used in magazines. They were annoyed by overcommercialism, by "hard sell" commercials and exaggerated claims and other shortcomings in commercials, but didn't oppose advertising if properly handled.

They would be unwilling to pay an annual fee—even $5 or $10—for programs without advertising.

The study separated men and women, age groups under 40 and those over 40 and those who had attended college and those who had not been college trained.

Plans revealed for 1961 Radio Free Europe drive

Broadcasters' support of the 1961 Radio Free Europe Fund (Crusade for Freedom) was urged Thursday (Dec. 1) as advertising campaign plans were unveiled in New York. Prepared by volunteer agency Ted Bates & Co. for the Advertising Council, which will again sponsor Radio Free Europe as one of its 15 major public service campaigns, the new advertising program was outlined by campaign coordinator Henry M. Schachte, executive vice president, Lever Bros.; Donald H. McGannon, president of Westinghouse Broadcasting and chairman of the Broadcasters for Radio Free Europe Committee and other agency, Council and RFE executives.

Scheduled to get underway in January, and to continue through February, the drive to raise funds for RFE's operations through public contributions calls for broadcasters to cooperate in the exposure of specially prepared spots and announcements. The Advertising Council estimates that over three billion radio-tv home impressions resulted in 1960 from the combined efforts of networks, advertisers and local stations, Mr. McGannon said. He urged also that stations again use the available program materials which tell the RFE story in depth.

Radio-tv coverage of the 1961 advertising program will include five film spots and five written announcements to be used on 158 tv network commercial programs and 575 local tv stations, while in radio a total 17 appeals, ranging in length from 10 second to three-minute scripts, will be heard on 75 network programs and 3,200 local stations.

Probe extended again

The New York Grand Jury probe of tv quiz winners was re-extended last week to Jan. 6, 1961. Originally scheduled to expire Oct. 28, District Attorney Frank Hogan at that time extended the jury's life to Dec. 1 (BROADCASTING, Oct. 31). The new extension adds five weeks to the probing into charges of perjury, subornation of perjury and conspiracy to obstruct justice. A number of quiz show participants already have surrendered to Mr. Hogan's office.

Charles Van Doren, accused of false testimony in the tv quiz rigging probe, on Dec. 1 pleaded "not guilty" to a perjury charge in New York court where nine other defendants similarly charged, had their cases adjourned to Jan. 13, 1961. Six others had trial dates assigned. Chief Special Sessions Justice John M. Murtagh, who denied Mr. Van Doren's lawyer's request for a delay while validity of information is tested, set Jan. 18 as the trial date.

Atlass will filed in court

H. Leslie Atlass, retired CBS vice president who died in Miami Beach Nov 18, left an estate of approximately $1,150,000 in trust for members of his family, it was revealed last Monday (Nov. 28). Provisions of the will, filed in Chicago Probate court, set aside half of the estate for his widow, Harriet. The other half was placed in trust for his daughter, Mrs. Harriet (Sis) Jane Dillion, and two sons, Frank (tv producer) and H. Leslie Jr., to be received on their mother's death. Mrs. Atlass may dispose of her share of the estate by will, it was provided. The will names his widow and the Chicago Title & Trust Co. as trustees. Mr. Atlass was serving as general manager of CBS' WBBM-TV Chicago at the time of his effective retirement Jan. 1, 1960 (AT DEADLINE, Nov. 21).

Media reports...

Baptist awards ▪ Deadline for nominations for the 1961 Radio-Tv Awards of the American Baptist Convention has been set for March 1, 1961. Categories in which awards will be presented are: to an individual (American Baptist or other) who has done the most to further an American Baptist outreach in radio and/or tv; to a council or federation of churches (cooperative Protestant group) which has done distinctive work in broadcast programming or training; two radio and/or tv programs which present in an unusual way a Christian truth; to the sponsor who has consistently presented radio or tv programming that emphasizes the faith and ideals that have made America great. Nominations for awards may be made by anyone; letters of documentation, scripts, tapes or films must accompany nomination. Awards cover the period March 1, 1960 through Feb. 28, 1961. Send nominations to Awards Committee, Radio-Tv Dept., American Baptist Convention, 152 Madison Ave., New York 16.

Worldwide coverage ▪ WGBS Miami has completed arrangements for news bureaus in the strategic news capitals of the world which will feed daily reports on developments in each city with actual voice feeds of people in the news. On

HORACE GREELEY

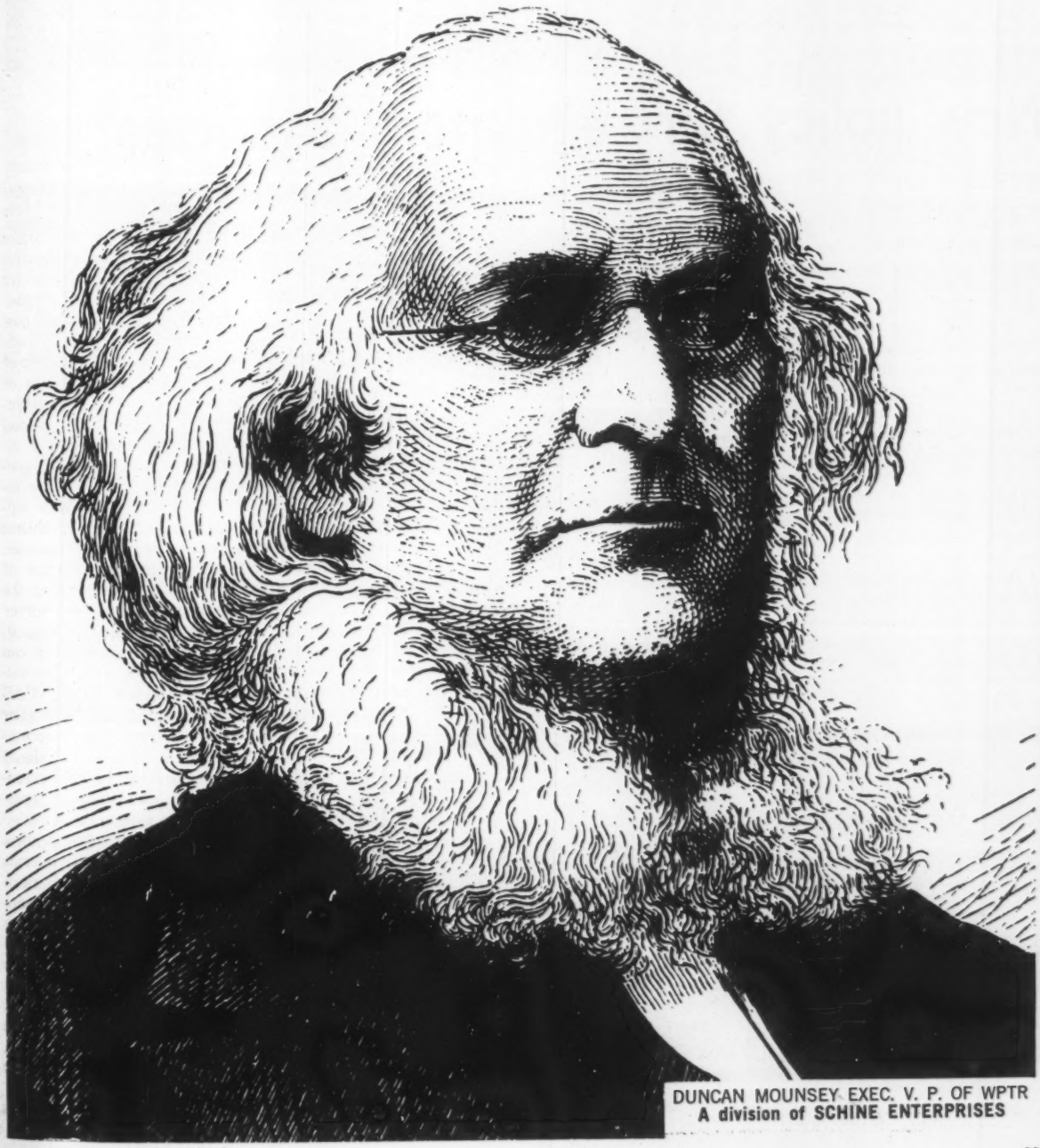
could have been "Editor in Chief" of WPTR

Because he, too, aimed to be a vital force in the community he served. The medium was different but the thinking was the same. As a broadcaster of news—itself—as a popular music station—but over and above all as a spokesman for the local populace in every worthwhile project that furthers its needs, WPTR is GRASS ROOTS RADIO AT ITS BEST.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPEOPLETR 50,000 PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. For full details-see your EAST/man. Foster & Creed, in New England.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

Nov. 28 WGBS became an independent Storer operation and now has news bureaus in London, Paris, Berlin, Rome, Bombay, Tokyo, Manila as well as in major U. S. cities. Radio news correspondents in the field will cover such areas as Cuba, Mexico and Spain; Africa, South America and the Middle East. WGBS maintains a staff of 10 fulltime newsmen in the Miami newsroom under the supervision of News Director Dave Bringham in addition to the foreign correspondents.

Rate card simplified ▪ WCAU Philadelphia has put into effect Rate Card No. 34, offering a number of innovations designed to simplify time buying. According to Jack Kline, WCAU general sales manager, advertisers using announcements and programs can now combine the two types of buys for total discount purposes. In other words, he said, an advertiser using "large space" and "small space" may combine to earn total discounts. Discounts per contract year are based on 300; 500; 1,000; 1,500; 2,000; and 3,000 units or more. Discounts range from 5% for 300 units to a maximum of 30% for 3,000 units or more. Current advertisers are offered rate protection for 26 weeks on Rate Card No. 33 as long as they run on the same schedule. Any additions must be made on the new rate card.

Election results ▪ National Labor Relations Board announced it has certified results of an election held by employes of WOGA Chattanooga, Tenn. In the election, held Aug. 24, technicians cast no votes for the union, International Brotherhood of Electrical Workers, and six against. Union objections were overruled.

Record donor ▪ Martin Block, recently retired disc jockey of WABC New York, has donated his entire record library, valued at over $100,000, to New York U.

GOVERNMENT

New policy for regulatory agencies?

BETTER MEN, STRONGER LAW, LANDIS HINTS HE MAY TELL KENNEDY

Witnesses testifying before a Senate subcommittee last week on problems of the federal regulatory agencies must have felt they were sitting before two sets of judges.

The first was the Administrative Practice & Procedure Subcommittee headed by Sen. John A. Carroll (D-Colo.), representing the legislative branch. The second was James M. Landis, representing the executive branch through the mandate given him by President-elect John F. Kennedy to make a survey of the agencies with a possible view to reorganization. Mr. Landis was invited to put questions to the witnesses.

Both Sen. Carroll, the only subcommittee member present during most of the hearing, and Mr. Landis were asking questions of witnesses. And Mr. Landis was to testify himself last Friday afternoon (see story AT DEADLINE) perhaps giving some clue to the recommendations he is scheduled to make to Sen. Kennedy by Dec. 15.

The testimony generally was on the delays by federal regulatory agencies in getting rid of lengthy backlogs of cases, which, most witnesses acknowledged, is the main problem, though their proposed solutions varied.

Policy Hint ▪ Mr. Landis' questioning was polite and noncommittal, but he indicated in off-the-record remarks that his report to Sen. Kennedy will recommend that better qualified men be named to head the agencies, that policy-making in critical economic fields be strengthened and that better systems of co-ordination between agencies in overlapping fields be inaugurated.

The first witness, Judge E. Barrett Prettyman of the U. S. Court of Appeals for the District of Columbia, described what has been done up to now and what he envisions in the future from a conference on administrative practice, which President Eisenhower asked him to organize last August. Judge Prettyman said the group, now in its organizational stages (BROADCASTING, Nov. 28), would be a sort of assembly rather than a committee or commission and would make recommendations to both the President and Congress. Its membership would include lawyers, engineers, scientists, government servants, members of the judiciary and others, he said, with separate committees attacking problems peculiar to federal regulatory agencies.

Elmer B. Staats, deputy director of the Budget Bureau, testified that the bureau is sponsoring a private survey of the FCC, at that agency's request, to recommend ways its efficiency can be improved. Among several other witnesses, Louis J. Hector, former CAB member who resigned in 1959 after criticizing agency inefficiency, recommended that each agency he placed under an administrator in the executive department, and that a separate court be set up to handle agencies' present judicial functions. One witness recommended a super agency to oversee the regulatory agencies. An American Bar Assn. spokesman also recommended separation of agency administrative and judicial functions.

Chairman Carroll emphasized at the outset that "we are not an oversight subcommittee." The problem, he said, is the "basic structure" of the agencies and whether they should be abolished, their functions changed, their executive and judicial functions separated or their judicial functions turned over to courts or administrative tribunals.

Kennedy's observer James M. Landis
A smoke during questioning (after sign was ordered removed)

1,403,873 people visited the National Automobile Show . . .

and WWJ was there, too

Staged in Detroit's mammoth new Cobo Hall, the 43rd National Automobile Show shattered every attendance record in the book.

Naturally, WWJ was there from start to finish with an impressive broadcast center in the heart of one of the heaviest traffic areas. WWJ entertainment personalities and newsmen were high points of interest for literally countless visitors. WWJ microphones made the Show come alive for legions of listeners throughout Detroit and southeastern Michigan.

Another timely example of Total Radio—of service in the people's interest—at WWJ in Detroit.

WWJ AM and FM RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
OWNED AND OPERATED BY THE DETROIT NEWS

Ability is reflected in the *End* result. Football is a game of timing . . . and so is a TV campaign. Many more advertisers realize that a schedule on *Harrisburg's No. 1 Station** gets exceptional results. Witness:

The Full ABC-Tv Schedule
Paramount Movies
8 of the *10* top Syndicated Films
Outstanding Public Service
Promotion & Exploitation

See the Best "Reps" in the business — *Harrington, Righter,* and *Parsons.*

*ARB March 1960

WTPA TELEVISION Channel 27
HARRISBURG, PA.

Church group denied waiver of Sec. 317

Church group notwithstanding, the FCC last week showed that it was going to hew close to the line in requiring identification of film clips supplied to stations for possible news value.

It denied a request for a waiver of Sec. 317 submitted by the Broadcasting & Film Commission of the National Council of Churches of Christ in the U.S.A. Section 317, recently revised by congressional legislation, requires that the source of all material supplied for broadcast be identified.

The petition from the National Council indicated plans to tape portions of a conference in San Francisco beginning Dec. 4 and to supply 60-90 second excerpts to stations. The church group argued that as a non-profit, non-controversial group it might be considered exempt from the Sec. 317 provisions. If not considered exempt, it asked a waiver on grounds that the time it would take to announce the title of the group supplying the material would cut deeply into the air time allotted it. The petition suggested that the announcement would take 10 to 15 seconds of the 60 or 90 seconds of air time.

In denying the petition, the commission stated that no "substantial allegation of hardship" had been revealed which would warrant the requested waiver. It further said it was not convinced that the "loss" of the few seconds required to identify the material was an important factor in relation to established FCC policy and the intent of Congress in including the provision in the Communications Act.

An FCC spokesman expained that another reason for turning the church group down was that the material alluded to had not even been filmed at the time of the petition and the nature of that material was unknown and impossible to foresee. Therefore, he said, whether it would be controversial could not be determined.

Survey of FCC

The functions and the organization of the FCC are due to come under the microscope of a management survey soon—the first since 1950 which resulted in the commission being reorganized into the present bureau setup.

This study, it has been learned, will be sponsored by the Bureau of the Budget which was, last week, preparing letters inviting bids to be made on the job. The news became known when Elmer B. Staats, deputy director of the Budget Bureau, testified before Senator John A. Carroll (D-Colo.) in his study of the regulatory agencies (see page 64).

The management study in 1950-51 was made by Kinsey & Co. and the office of Robert W. Cox, FCC executive officer. At that time the commission was organized into professional departments (law, engineering, etc.) instead of the present "functional" establishment.

Conelrad still needed, despite Hopkins report

Rumors that the need for Conelrad has passed were denied last week by FCC Commissioner Robert E. Lee, who is also the commission's defense commissioner.

In a speech to the National Assn. of Railroad & Utilities Commissioners, meeting in Las Vegas, Nev., Mr. Lee reminded that only last March the Department of Defense had re-evaluated the Conelrad system and "concluded without qualification that it is a military must for the foreseeable future, perhaps 10 years."

Mr. Lee's defense of Conelrad was brought about by the publication the week before of a special study of air raid warnings by the Operations Research Office of Johns Hopkins U. The report was made to the Army last July, but became public only two weeks ago.

The Johns Hopkins U. report, "Air Raid Warning in the Missile Era," is critical of air raid sirens and of the Conelrad setup. It recommends that all broadcast stations be tied into a civil defense net that would operate in the clear with voiced warnings and instructions to the civilian populace in the event of an enemy attack.

Conelrad was all right 10 years ago, the report said. It is unneeded today.

The Johns Hopkins report has not yet been evaluated by the Army, and its views are those only of its authors, the Army declared. It also must be reviewed by other government agencies.

Fred Seaton reveals plans

Fred A. Seaton, Secretary of the Interior in President Eisenhower's administration, said he would return to his newspaper and radio-tv businesses in Hastings, Neb., after the Democratic administration takes office Jan. 20.

Mr. Seaton is editor and publisher of the *Hastings Daily Tribune.* The Seaton family also owns or controls KHAS-AM-TV Hastings; KMAN Manhattan and KGGF Coffeyville, both Kansas. In addition to the Hastings newspaper, the Seaton family owns newspapers in Kansas, South Dakota, Wyoming and Colorado.

"*It's a great selling tool.* I don't see how anybody stays in business without it...This market does more dollar volume of local business than a great many of the three-station markets in the country. A great percentage of that business is on *Videotape** ...It gets local business because it absolutely takes the risk out of it. For example, it's awfully hard for an advertiser to visualize from a piece of copy paper with a video column and an audio column just what his commercial is going to look like on TV. But if the salesman can say, 'I've got a spot all recorded for you on your fall coat sale, and I want you to see it,' then he's sold. This is just so much better than any other way to sell local television that you just can't compare it!...What do we think of Ampex? No question but what they're the leaders in tape. They put tape on the map, and as far as we're concerned, it's the Ampex VTR that's keeping it there." A single sheet of paper, an envelope addressed to Ampex and a 4¢ stamp is all it takes to get the complete profit-potential story about tape...and about the Ampex VTR as a basic sales-building component of any complete TV operation.
Drop us a line today. Write to Ampex, department BT.

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO

MR. JOHN TYLER, GENERAL MANAGER OF KFDA-TV, AMARILLO. (112,500 TV HOMES; 151 ST MARKET).

*TM AMPEX CORP

Famed 'fireside chats' due to be resurrected

WIDER USE OF BROADCASTING IN KENNEDY'S PLANS

Sen. John F. Kennedy, who readily agrees television was a primary factor in his victory in last month's elections, plans to keep using the medium during his presidency. But on his own terms.

Unlike his predecessor, President Eisenhower, who authorized taping and filming of his news conferences on a more or less weekly basis with the right to scissor certain portions, President-elect Kennedy plans to allow live broadcasts of his news conferences, it's authoritatively reported.

And they'll resemble President Roosevelt's famed "fireside chats" on radio in that they'll be on specific subjects designated by Mr. Kennedy. The news conferences won't be on a regular basis, but will be held when the President-elect deems it desirable to communicate with the people on a particular issue.

Since the President-elect plans live broadcasts of the news conferences, it follows that they are expected to be made in prime evening time. And Sen. Kennedy apparently doesn't plan to let reporters sidetrack him on subsidiary issues, or those he isn't prepared to speak about off the cuff.

It was speculated last week that Mr. Kennedy might refuse to let himself be quoted directly, to avoid "bloopers," but these could not be avoided in a live broadcast.

Another report was that Sen. Kennedy would discontinue the previous practice of requiring a reporter to identify himself and his station, network or newspaper—on grounds many reporters ask questions merely to obtain public mention of their and their employers' names.

Among other speculations last week was one that President-elect Kennedy, in restricting a news conference to one primary issue, might first present to the tv audience a prepared statement, then submit to questioning on it.

Asked about the Kennedy plan for live evening tv news conferences on a Sigma Delta Chi convention panel Thursday afternoon, in New York, CBS News President Sig Mickelson said he would need to know more details before he could evaluate the idea. He thought it possible that President-elect Kennedy, who has proved effective in give-and-take questioning, might be thinking of using the nighttime news-conference technique for the same purpose that President Roosevelt used the "Fireside Chat"—to get his ideas on major issues across to the nation—and that these might thus be sporadic and regular news conferences as in the past.

Other network reaction was cautious, spokesmen expressing interest but noting that no official requests have been made. ABC-TV indicated that should live presidential news conferences come to pass, the network most certainly would be interested in carrying them. Both CBS-TV (except for Mr. Mickelson's remarks) and NBC-TV withheld comment.

Aside from a reticence in going on record with their comments, the networks in private pointed up difficulties which would be sure to arise because of an uncertainty as to the length of each news conference—past experience indicating there's no set time. Some people ventured the opinion that a certain amount of editing might be in order.

Canadian talks give N. Y. two more vhf's

Comments on proposed rulemaking to add a third vhf tv channel to Syracuse (ch. 9) and also to Rochester (ch. 13) were invited by the FCC last week as a result of negotiations with the Canadian government. New allocations would meet the present mileage separation requirements, the FCC said.

A group of Syracuse business and professional men have proposed to add ch. 9 to that city, shift ch. 5 from Rochester to Syracuse and shift ch. 8 from Syracuse to Rochester. If the proposal is finally adopted, the commission said, show cause orders would be issued and the licensees of ch. 5 (WROC-TV Rochester) and ch. 8 (WHEN-TV Syracuse) would have the

A vote for Hartford's pay tv test

BROADCAST BUREAU RECOMMENDS BUT WITH EXTRA CONDITIONS

The FCC's Broadcast Bureau last week told the commission it ought to permit subscription television to be tried out in Hartford, Conn.

The staff's recommendation, couched in careful, legal language, stated there was no reason why RKO General should not be permitted to undertake a three-year trial of pay tv over its ch. 18 WHCT (TV) in the Connecticut capital city.

It was contained in proposed findings submitted to the FCC last Thursday by the three principal parties in the precedent-making case.

Besides RKO General and the Broadcast Bureau, the Connecticut Committee Against Pay Tv and five Hartford exhibitors participated. The Connecticut theatre group opposed the grant and asked that an oral argument be heard before the commission *en banc*. Also heard was NAB as a public witness.

At issue was the RKO General application for permission to try-out the Phonevision system of subscription tv in Hartford. RKO General proposed to spend $10 million on the three-year test.

Joining with RKO General were Zenith Radio Corp., developer of Phonevision, and Teco Inc. which holds the license from Zenith for the Phonevision operation.

A hearing before the FCC was held last October (BROADCASTING, Oct. 31). Ordinarily the next step would be for the FCC to approve or deny the application.

The arguments advanced by the parties follow:

Staff Says Okay ▪ The Broadcast Bureau told the FCC that it could see no objection to the granting of the application—but recommended that extra conditions be incorporated in the grant to keep everyone's skirts clean.

The commission staff puts its conclusion this way:

"Subject to due observance of all the conditions, limitations and requirements prescribed in the Third Report for the actual conduct of trial operations, and subject further to compliance with the additional conditions set out herein below, the record discloses no substantial reason why the public interest would not be served by a grant of the pending application."

The bureau lawyers suggested that the FCC place seven conditions on the grant, among them that the applicant, Zenith and Teco comply with both "the letter and the spirit" of the requirements; that Zenith and Teco submit all advertising and promotional matter to RKO before public release; careful review by RKO of all publicity to safeguard against misleading representations to the public; submission to the FCC of all agreements among the three principals and those with third parties relating to programs.

In commenting on some of the charges made by theatre opponents during the hearing, the Broadcast Bu-

right to Sec. 316 hearing.

At the same time the commission denied petitions by ABC to delete ch. 8 from Syracuse and add chs. 9 and 10 there since that involves changes in Canadian assignments to which Canada will not agree; by Mohawk Valley Television Inc. to add ch. 7 to Utica, N. Y., by substituting ch. 9 for ch. 8 in Syracuse and substituting ch. 8 for ch. 7 in Carthage-Watertown; by Veterans Broadcasting Co. Inc. (share-time station WVET-TV Rochester, ch. 10) to allocate chs. 9 and 13 to Elmira; by Joint Council on Educational Television to assign ch. 9 to Corning-Elmira for non-commercial use; and by English & Spain, a partnership, to allocate ch. 9 to Williamsport, Pa.

The commission postponed action, pending conclusion of "short separation" proposal, on petitions by Veterans seeking ch. 7 for Binghamton, N. Y., and by Binghamton Press Co. Inc., which was seeking ch. 4 for Binghamton, since these proposals do not comply with present mileage separation requirements. It denied *Binghamton Press'* proposal to add ch. 9 to that city.

Rochester Rulemaking ▪ In a separate notice of proposed rulemaking, the FCC announced its plan to add ch. 13 to Rochester. Petitions for that addition were filed by Star Broadcasting Co. Inc. (operator of WGVA Geneva; WTLB Utica and WBBF-WCBF-TV Rochester, all New York), whose request for show-cause order to modify WCBF-TV authorization from ch. 15 to ch. 13 was denied (its application for extension of completion date was denied Nov. 22). Other petitions were filed by the Joint Council on Educational Television seeking its reservation for noncommercial educational use; Genessee Valley Television Co. Inc., and WVET-TV. The commission dismissed WVET-TV's petition seeking addition of ch. 13 in Elmira.

Comments on the proposed rulemakings are due on Jan. 6, 1961.

Gay station purchases off

The sales of KLIK Jefferson City and KFEQ-AM-TV St. Joseph, both Missouri, (AT DEADLINE, Aug. 1) to a company owned by Connie B. Gay have been called off. Last week the FCC dismissed the application for sale at the applicant's request. Jesse D. Fine is majority stockholder of the stations.

A spokesman for the Gay interests said they "are always in the market to expand," but that they had cancelled the sale contract for the Fine stations when it expired Nov. 3.

In September Connie B. Gay Broadcasting Co. filed with the Securities & Exchange Commission seeking to register 130,000 shares of common stock for public sale. In the statement the money raised was earmarked for use in acquiring the Missouri broadcast properties. The statement will be amended, Mr. Gay's spokesman said, and the stock will be offered at a later date.

Final exhibits made in pay tv hearing

The average yearly expenditure by the American public for the installation and servicing of tv receivers is $22.79.

This is based on a 1958 estimate when 10% of the total tv sets then in service were newly installed.

This information was among the final exhibits and stipulations entered into the Hartford Phonovision pay tv hearing record at its closing.

Hartford Phonevision estimated that the service cost for installing 10,000 decoders would be $188,700, and the repair cost, $99,000. This would equal $28.77 per decoder.

Also submitted was the Elliott-Hayne Ltd. survey of Telemeter families in Toronto based on a three-day study in September (BROADCASTING, Nov. 7).

There was a motion submitted by the Connecticut Committee Against Pay Tv, asking that the colloquy between FCC Chairman Frederick W. Ford and Charles J. Tower, NAB tv vice president, be corrected to indicate that Mr. Tower's response was predicated on a misunderstanding of Mr. Ford's question—or that the court reporter incorrectly reported the question.

Mr. Tower's response meant, according to the correction, that there would be more effect on the existing two vhf stations in Hartford if a pay tv station opened up than if a third vhf station were granted there.

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reau counsel made these points:

- The record does not disclose a persuasive basis for inferring that the proposed charges are unreasonable.
- There is no way of telling without the test whether pay tv will have an impact on free television and if so to what extent and how the diversion will occur.
- There is no evidence that anyone but the applicant will be involved in the day-to-day programming of the play tv operation.
- The applicant has complied "as fully as the situation permits" with the requirement that programming information be furnished.
- The 1948 Paramount case does not apply to the Hartford application.

The bureau lawyers made one special point: that the commission has not and should not make any determination as to whether subscription tv is "broadcasting" within the meaning of the Communications Act. This determination should be deferred until after the test and when the FCC takes up the general authorization or denial of pay tv on a national scale.

Louis C. Stephens, chief attorney for the Broadcast Bureau's Rules & Standards Division, headed the staff's signers. It was also signed by Sol Schildhause, as associate counsel, and Arthur H. Bernstone, as assistant counsel.

Let Us Try It ▪ Not only has RKO General met every requirement set out for authority to conduct the test, its brief maintained, but it is necessary that the commission authorize the test of pay tv in the market place "which, in the final analysis, is the ultimate testing ground for all new business."

RKO General has accepted the challenge and the business risk, the applicant said, and through the results of the pay tv trial can provide facts for the commission to use when it finally determines whether or not to approve subscription tv as a national service.

In answering the allegations of those opposing the Hartford trial, RKO General said its program proposals "are as definitive and specific as to type and class of programs as they reasonably can be expected to be and as generally required of applicants for conventional television operations."

RKO General termed as "highly improper" and "ridiculous" the theatre-owners' charges that it was attempting to "gouge" the public and reap "outrageous" profits.

This cannot be true, RKO General stated, since the Hartford audience is not a captive audience and it can always turn to other forms of entertainment. Not only that, RKO stated, but it has estimated and testified that it expects to lose $1 million during the three-year demonstration, "which obviously negates any unsupported charge of 'outrageous' profits. . . ."

In answer to allegations that the Hartford public has been deceived in publicity and promotional material, the RKO General brief countered with the assertion that the Hartford public "has been given a full and accurate description of the proposals made by Hartford Phonevision Co. in its application filed with the commission."

"It is readily apparent from the record that counsel for respondents struggled futilely and tenuously in an attempt to create some type of inconsistency or misrepresentation between publicity releases and advertisements of the applicant and the testimony of Mr. O'Neil [Thomas F. O'Neil, president of RKO General] on the basis of fragmentary words or phrases rather than by considering the whole impression or effect

MICHIGAN'S

UPPER PENINSULA IS EASILY AVAILABLE

NOW

The New $100,000,000 BIG-MAC Bridge

carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

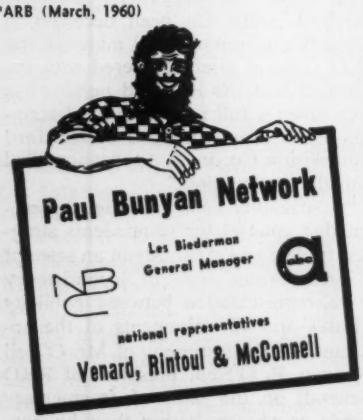
Covers **25** Northern Michigan Counties INCLUDING a big chunk of the U. P. and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich *Northern Michigan*

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B. (M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B. (M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B. (Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B. (Sun. 6 PM-Mid.)

***ARB (March, 1960)**



Network Representative Elisabeth Beckjorden

of what was said in these advertisements and publicity releases."

Terming "reckless" the charge that the operation by RKO General of a pay tv system would violate the Paramount motion picture decree, the brief emphasized that RKO General has "removed itself from every line of business that was a subject matter in *U. S. v. Paramount*. Since RKO is not engaged in theatrical production, distribution or exhibition, there could be no conceivable vertical integration of the type interdicted by the Paramount case."

The RKO brief was signed by W. Theodore Pierson, Vernon C. Kholhaas and William S. Green.

The Opposition ▪ The opponents of the Hartford proposal found nothing right about the RKO General application.

Casting doubt on the whole project, the theatre-sponsored Connecticut Committee Against Pay Tv and five Hartford movie house owners, charged that the RKO General application would result in "gouging" the public, in "enormous" profits to Zenith and Teco, and in a monopoly in the field.

The Hartford theatre owners, all parties to the proceeding, are Stanley Warner Management Co., Loew's Inc., Connecticut Theatres, Manchester Drive-In Theatre Corp., and Outdoor Theatres Corp.

Public Bilked? ▪ Not only would the public have to pay for the rental and servicing of decoders, the opposition stated, but at the end of the experiment it would not even own the equipment. This contravenes the FCC condition prohibiting the sale of decoders to the public, it said.

RKO General estimated that it would charge from $7.50 to $10 (but not more than $10) to install a decoder. It also testified that it would charge up to 75¢ a week as a rental charge.

Attacking what it called the lack of programming information submitted by RKO General, the theatre owners flatly stated that "most of the programs promised by the applicant will probably never be presented." The applicant, the theatre owners claimed, has not seriously established working arrangements to secure feature films (the mainstay of the proposed pay tv service). Neither has it made other plans for drama, sports, or educational programs, they charged.

"It is obvious, therefore," the anti-pay tv parties stated, "that the applicant's programming plans are a matter of sheer conjecture, both as to quality and quantity. Its programming will—to put it bluntly—depend upon whatever it may in the future find available and decide to present."

Zenith-Teco Combine ▪ Both Zenith Radio Corp. and Teco Inc. are a combination of the same interests, the theatre owners said. Teco is principally owned by Zenith stockholders, they pointed out. The two companies are and "will continue to be" not only the sole supplier of Phonevision license rights, technical assistance and equipment, the opposition charged, but also "the only meaningful" supplier of programs.

This combination, the theatre owners claimed, also undermines the responsibility of the licensee to control the programming over the proposed toll tv station. The theatre owners said it this way:

"These powers, plus the reliance that the applicant has placed upon it [Teco] as a source of programming, completely shatter any illusion that the applicant will be able to retain its responsibilities as a licensee and turn out to be anything other than a conduit through which Teco-Zenith programs and equipment are siphoned."

Both these companies, the anti-pay tv group said, will not only reap "enormous" profits, but plan to "lay the foundation" for the "ultimate monopolization" of pay tv.

The applicant, stated the theatre owners, will also be violating the 1948 motion picture antitrust ukase. The Paramount case, they pointed out, prohibited a producer or distributor of motion pictures to own theatres; yet RKO General testified that it was seeking to "add one more theatre" to Hartford.

RKO General at one time owned RKO Pictures. It still retains the distribution rights to some RKO film.

Pay tv will turn free television into "second class" citizens, the theatre exhibitors charged. Analyzing RKO General's promise that it will offer only "box office" attractions (programs not on regular tv and for which normally an admission charge is paid), the pay tv opposition claimed that in reality subscription tv service will circumvent this promise in two ways:

New programs, like feature film not yet released to regular tv, will go to pay tv, and—

popular tv programs now on the air will be withdrawn and return on fee tv as "new" entertainment.

What the applicant intends to do, the theatre owners said, is to "freeze" tv programming to the *status quo*.

The anti-pay tv group also charged that RKO General has not been candid in its proposals—neither to the FCC nor to the public. They related differences between what the applicant originally told the FCC and the public and what they testified to at the hearing. This involved programs, charges and methods to determine the impact of pay tv on regular television broadcasting.

The theatre owners brief, submitted by attorney Marcus Cohn, asked for oral argument before the FCC *en banc*.

Musical Variety Means Audience Variety, too*

* in turnover of different homes reached, we're one of Los Angeles' top four radio stations. (February 1960 Cumulative Pulse)

With 59 AM and FM radio stations listed in Los Angeles newspapers, KFAC is one of the élite four that reach over **a million different homes** in an average week. Credit goes to KFAC AM and FM programming—musical variety from Mikado to Mozart scheduled so that **no title is heard more than once in ten days.**

KFAC renewals tell the story. 43 current advertisers are in their 2nd to 20th continuous year of successful KFAC selling. We invite you to join them.

KFAC AM-FM

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

PRUDENTIAL SQUARE · LOS ANGELES

KEST ANSWERS KGEM

Bryan-Dennis deny allegation of hidden ownership to FCC

Charges made against the owners of a new am station in Boise, Idaho, were "categorically denied" before the FCC last week.

The rebuttals were filed by John M. Bryan and Reid W. Dennis, holders of a construction permit for KEST Boise. They answered a protest charging hidden ownership which was filed last month by KGEM Boise (BROADCASTING, Nov. 21).

KGEM charged that Messrs. Bryan and Dennis were financially connected with multiple owners George I. Norman and Robert Sherman and that the latter pair were engaged in a plot to "subvert the commission's licensing power" by buying interest in more stations than the commission would permit if the commission were aware of such operations.

The KGEM petition was a protest to the FCC's grant of ownership change whereby Messrs. Bryan and Dennis bought the KEST permit from Carl L. and Norma W. Hansen.

The KEST rebuttal launched a three-prong counter-attack at its accusers: it claimed that KGEM did not fall under the commission's definitions of a "party in interest" or an "aggrieved party." KGEM had stated that the new station, KEST, if granted, would "compete with Station KGEM for advertising revenues and audience attention." KEST maintained that this complaint was not sufficiently specific in this area; in fact, it dubbed the phrasing "cryptic." Point two was that the mere claim of competition did not give KGEM "standing" in the case. KEST cited what it considers precedent in other FCC cases for this position.

The permittee further stated that the protest "fails to specify with particularity the facts relied upon," stating that the allegations made against the permittees were "utterly devoid of relevant and material facts" and were based essentially on other filings against grants with which Messrs. Norman and Sherman had been connected which had been withdrawn or denied by the commission.

Similarity ▪ Specifically the rebuttal said the allegations contained in KGEM's petition were very similar to those filed against KXXI Golden, Colo., by KIMN Denver. "By a curious coincidence, those petitioners and this protestant are all owned by the same interests," it went on. In an addenda the rebuttal cites those portions of the KIMN petition that are identical with those of KGEM an A.L. Glassmann station. The KIMN allegations were filed on March 23, 1960 and withdrawn on March 29, 1960. They also were concerned with the multiple ownership interests of Messrs. Norman and Sherman.

It also stated similarities in the petition to those objections raised by another Glassmann station, KMON Great Falls, Idaho, to the FCC's grant of a cp in that city for an am station to John and Marie Broad. This petition also raised the spectre of the alleged subverting of commission policy by Messrs. Norman and Sherman.

Messrs. Dennis and Bryan spelled out that they are the owners of the cp and "that neither George Norman nor Robert Sherman has or ever has had any present or prospective ownership interest in" KEST. Each affidavit said that the current owners have no intention of permitting them to acquire any such ownership interest. The affidavits stated "categorically" that neither Mr. Dennis nor Mr. Bryan know of any relationship existing between Messrs. Norman and Sherman and KEST personnel mentioned in the KGEM petition and Mr. Bryan affirms that he doesn't even know many of the persons so mentioned.

In the reply to the KGEM petition itself, the names of Norman and Sherman are not alluded to. The rebuttal refers to the KGEM petition as an "irresponsible charge."

ACLU lauds FCC for its community-needs policy

The American Civil Liberties Union has praised the FCC policy report of July 29 requiring broadcast licensees to ascertain the needs and wishes of their communities.

According to ACLU Executive Director Patrick Murphy Malin, the new FCC procedure will "make life more complicated for the station owner and his staff, but it will also make for the better-balanced more widely diversified programming to which the ACLU holds the people are entitled under both the First Amendment and the [Communications] Act itself."

The ACLU particularly lauded proposals to have broadcasters confer with community leaders, suggesting that if guidance comes from the community a station serves, rather than from the commission, this will both keep the FCC out of censorship activities (into which the ACLU feels it must not enter) and help to channel programs into the public interest. The Union allows a broadcaster need not air "a hodge-podge of do-good or amateurishly planned educational programs or run his business at a loss." It claims "Suggestions are to be sifted by the expert judgment of the licensee." Establishment of the Complaints & Compliance Div. of the FCC was also commended by the ACLU.

Report urges U. S. to prepare for space

It's urgent that the U. S. government move without delay to determine the benefits of space telecommunications to itself and other countries and otherwise prepare to negotiate for frequencies in space communications operations when the International Telecommunications Union holds a special conference in 1963.

This was recommended in a staff report to the Senate Aeronautical & Space Sciences Committee released yesterday (Sunday).

The report, submitted to Committee Chairman Lyndon B. Johnson (D-Tex.) by Kenneth E. BeLieu, staff director, said "critical decisions" are needed "promptly" because of the emerging significance of artificial satellites in global communications and the certain demand that will be placed, as a result, on an already overcrowded radio frequency spectrum.

The U. S. must establish a strong negotiating position by extensive research to show the frequencies and bandwidths needed and whether such frequencies should be shared. It also must persuade nations not yet extensively developed in communications that space communications can benefit them, too, by peaceful applications, the report said. The report said there may be opposition to any U. S. proposal from the Soviet bloc of nations.

The complex and interrelated economic, political and technical factors of worldwide communications requires reevaluation of broad national policies in communications, the report said, and neither policies nor methods for establishing them are clear at present.

The President, the report said, should study without delay (1) the identification of central federal authority for communication policies; (2) the evaluation of such policies for space communications; (3) the implications as concerns the "traditional" U. S. practice of giving responsibility for domestic and overseas communications to private firms rather than government; (4) mechanism of coordination between federal agencies concerned, such as the FCC, State Department, Office of Civil Defense Mobilization, etc.

The report complimented U. S. representatives for getting ITU, at the Geneva meeting last year, to set aside 13 bands for earth-space "research" service on a shared basis. But it expressed skepticism on whether the Extraordinary Administrative Radio Conference of ITU in 1963 will allocate bands for "operational" use. The report also said the 13 bands are inadequate in number and in width for permanent use of artificial satellites for

global communications. It also expressed doubts about "shared" bands. The Senate received the 1959 treaty last June and has not yet consented to it.

The report voiced concern over possible premature assignments of channels needed for space use to other services and over recent FCC decisions on availability of channels for space telecommunications, both of which jeopardize space communications, it said.

Another Report ▪ The peculiar problems of international space law and its relation to radio frequencies were considered among other questions of extraterrestrial law submitted to the National Aeronautics & Space Administration today (Dec. 5).

The report is the result of two years' work by the National Bar Foundation under a NASA grant. It is a collation of legal thinking on all aspects of space activities and related problems, but does not necessarily represent NASA policy. Such questions as how far national sovereignty extends into space are explored with the emphasis on peaceful rather than military national uses of space.

To avoid hopeless interference and jamming from radio satellites which could be construed as sabotage to a national space program, international space allocations must be worked out carefully, the report suggested. The use and legal ramifications of radio and tv relay satellites are also explored and the caution is given that since there is no legal precedent for space communications, international cooperation and goodwill will be indispensable.

FCC prods 37 stations for overdue payola answers

Some stations that apparently ignored the FCC's payola questionnaires issued in December 1959 have been warned by the commission that sanctions may be invoked against them for failure to respond to followup letters sent last month and the month before.

The FCC's warning was directed to 37 stations which had not furnished information "about unannounced paid or furnished program material and what they were doing about it." Those cited:

KASL Newcastle, Wyo.; KCKC San Bernardino, Calif.; KDIX-TV Dickinson, N. D.; KEYT (TV) Santa Barbara, Calif.; KFUO-FM Clayton, Mo.; KFML Denver, Colo.; KHAM Albuquerque, N. M.; KIHN Hugo, Okla.

KHPC-FM Brownwood, Tex.; KKAS Silsbee, Tex.; KMEO Omaha; KORK Las Vegas; KROC-AM-TV Rochester, Minn.; KTER Terrell, Tex.; KTRY Bastrop, La.; KUEQ Phoenix, Ariz.; KWNA Winnemucca, Nev.

KZEY Tyler, Tex.; WAIM-AM-TV Anderson, S. C.; WAND Canton, Ohio; WCBQ Whitehall, Mich.; WDIX Orangeburg, S. C.; WDLT Indianola, Miss.; WDXR Paducah, Ky.; WFPR Hammond, La.

WGIR Manchester, N. H.; WLAQ Rome, Ga.; WLSB Copperhill, Tenn.; WMAB Munising, Mich.; WMRP Flint, Mich.; WMDD Fajardo, P. R.; WORX-FM Madison, Ind.; WQMM (FM) Memphis, Tenn.; WVNA Tuscumbia, Ala.; WNCO-FM Ashand, Ohio.

More time allowed for finance comments

Deadline for filing comments on the FCC's proposed revisions of its annual financial report forms (Sec. 324) has been continued to Feb. 1. The FCC last week acceded to a request for this continuance by NAB. The first deadline was Dec. 9.

In granting the NAB petition, the FCC also set Feb. 15 as the deadline for reply comments.

The only comment filed in this case came from KTTR Rolla, Mo. The station acknowledged that the FCC had the right to receive financial data relating to broadcasting, but objected strongly to supplying any income or expense data relating to income from sources outside broadcasting.

The position of the Missouri station was given in its comments on the proposal that would require an analysis of notes payable:

"We do not take issue with those portions of proposed Schedule 2, which would assist the FCC in discovering any 'hidden' control or oversight of a station that might be exercised by a former licensee or other broadcaster. However, we do not believe that such a 'note analysis' need be applied to such obligations as are held by, and payable

The W-I-D-E Screen Look of the BATON ROUGE Market
RETAIL SALES:
77% above the Louisiana Average
45% above the U. S. Average
FOOD SALES:
61% above the Louisiana Average
19% above the U. S. Average
FURNITURE—APPLIANCE—HOUSEHOLD SALES:
107% above the Louisiana Average
80% above the U. S. Average
YOU CAN TAME THIS "TIGER" — CALL US OR BLAIR TV ASSOCIATES, INC.
WAFB TV CHANNEL 9
BATON ROUGE, LOUISIANA
Where Advertising Finds Buyers Tres Vivement!

to, normally chartered banks and loan institutions, whose directors and/or officers are in no way related to the broadcasting industry."

Signed by Luther W. Martin, owner of the Rolla station, the statement concluded wifth these words:

"Perhaps you gentlemen of the FCC may conclude that this writer has been unduly critical of the new FCC Form No. 324 as proposed. However, we simply wish to indicate our lack of appreciation for any seeming increase of 'red tape' in any citizen's relationship to any segment of Government."

The FCC last month issued a proposed rule-making which would require additional financial data to be supplied by all radio and tv stations in their annual financial reports (BROADCASTING, Nov. 7).

FTC claims ads deceptive

A local furniture store owner who made claims of savings in radio copy was told by the Federal Trade Commission last week to cease its "deceptive pricing and savings." The firm is Main Street Furniture Inc., Kansas City, Mo., of which Charles D. Edwards is president.

The FTC adopted an initial decision by its hearing examiner who found that purported retail prices were fictitious and that purchasers did not realize the claimed savings. He also held that Mr. Edwards "had no regular or customary retail prices" but sold these articles for "whatever the traffic would bear."

Found to be false were these typical radio commercials:

"Wall to wall carpeting, reg. $7.95, now only $2.50 per yard. . ."

". . . three piece foam rubber sectional regular $219.95 white elephant sale price $89.50. . ."

"Divan and chairs regular $199.50 white elephant sale price $89.50. . ."

Local tv stations fight 'out-of-town' boosters

Local tv stations presumably threatened by the establishment of low-powered vhf translators in their communities by tv stations from "out of town" have begun to fight back.

Last week the FCC was asked to set for hearing two such applications. These were the request of WLVA-TV Lynchburg, Va., for a ch. 5 slave in Roanoke, Va., and the application of WAPA-TV San Juan, P.R., for a ch. 12 repeater in Ponce, P. R.

Objecting to the Roanoke proposal were WSLS-TV and WDBJ-TV, both Roanoke. They claimed that the Lynchburg station is trying to become a two-market outlet. They also charged that the installation of a vhf translator in Roanoke was contrary to the commission's policy. This, they said, established the vhf booster service to bring tv to sparsely settled areas, not to a community already served by two full-scale local stations.

The Ponce application was opposed by both WSUR-TV and WRIK-TV of that city. They claimed that the San Juan booster in Ponce would jeopardize their ability to serve their audience, resulting in a deterioration of their operations because of the economic impact.

The FCC approved the use of vhf translators and boosters last July (BROADCASTING, Aug. 1).

Meanwhile, the FCC last week issued its first grants for vhf translators. These went to the Mexican Hat, Utah, Assn. to translate programs of Albuquerque, N. M., stations. One, on ch. 3 is to repeat ch. 13 KGGM-TV via a ch. 6 tv repeater in Cortez, Colo.; the other on ch. 13, to carry ch. 4 KOB-TV via the ch. 9 repeater station in Cortez.

Justice Dept. checking political complaint

A complaint that the United Auto Workers used union dues to produce tv and radio campaign material for Democratic candidates is being investigated by the Justice Dept., that agency acknowledged. A spokesman has said that the complaint was "under study," but declined to say where it came from. The complaint charged the union with producing radio tapes and tv films to promote Democratic candidates.

The UAW said it had no comment on whether the activity, "if engaged in," would be a violation of the law.

The union was acquitted in 1957 of charges it illegally promoted the candidacy of Pat McNamara (D-Mich.) on the UAW's weekly tv show on WJBK-TV Detroit during Sen. McNamara's successful campaign for the Senate in 1954. The UAW was indicted in July 1955, the federal district court in Detroit dismissed the case, the U.S. Supreme Court ordered the court to try it and the court acquitted the union in November 1957.

Conflicting Maine plans to be considered by FCC

A dispute between commercial and educational interests over the future use of vhf allocations in Maine has reached the FCC rulemaking stage. The commission asked for comments on conflicting proposals by (1) Leon Gorman to move ch. 7 from Calais to Bangor, both Maine, for commercial use, and (2) the U. of Maine to reserve chs. 10 Augusta, 7 Calais and 10 Presque Isle, all Maine, for educational use.

All three channels now are allocated

CAMPAIGN-COVERAGE COMPLAINTS

Yarborough committee to review 1,100 aimed at radio-tv

The Senate's Watchdog Subcommittee has scheduled a meeting in Washington this week to go over the complaints it has received thus far of unfairness in broadcast coverage of the election campaign and presentation of candidates. It will also plan strategy for its report at the end of January.

The senators, scheduled to meet in the middle of or late in the week, will be told, among other things, that some 1,100 or 1,200 tv and radio stations thus far have reported complaints by individuals or groups about political broadcasting, in compliance with the subcommtitee's request in October (BROADCASTING, Oct. 24).

That's the score so far, reported Creekmore Fath, majority counsel, as he looked last week over a broad desk covered with stacks of letters.

His assistant, William Throckmorton, was sorting additional stacks of correspondence from and about just one network. And Mr. Fath hinted there were other stacks of comparable size for the other networks.

All the correspondence, together with "bales" of audio tapes furnished by citizens about political programs they question and those furnished by the networks per request, plus information to be submitted by the FCC derived from questionnaires sent to all tv and radio broadcast stations, will help make up what Mr. Fath says will be a report of some 8,000 pages to be submitted by the subcommittee by Feb. 1.

The report, he said, will be much more comprehensive than reports on station and network policies and practices and sales and donations of time involving political candidates in past elections.

This is because the stations have been prepared for answering the questionnaires through questionnaires of prior years, he said.

Chairman of the Watchdog (Freedom of Information) Subcommittee, which was appointed to watch broadcasters for possible abuse of exemptions from Sec. 315 equal time provisions granted news and panel-type programs under a 1959 amendment, is Sen. Ralph Yarborough (D.-Tex.). The other members are Sens. Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.).

for commercial use. The Calais and Presque Isle facilities are unassigned while Pine Tree Telecasting Corp. is permittee of ch. 10 WPTT (TV) Augusta. Pine Tree is controlled by Bates College, which has no objection to the proposed educational reservation.

Mr. Gorman said that a group which he heads plans to apply for a ch. 7 station in Bangor if the shift is approved.

Microwave users oppose AT&T's satellite plans

Opposition to the application of AT&T for permission to use 6425-6925 mc for space satellite relaying between the United States and Western Europe was voiced last week by a number of private microwave users.

Filing petitions with the FCC to dismiss the AT&T application, or requesting that they be set for hearing, were the Assn. American Railroads; National Retail Merchants Assn.; Aeronautical Radio Inc.; Electronic Industries Assn.; National Committee for Utilities Radio; Motorola Inc. and the American Petroleum Institute. Earlier, oppositions were submitted by the National Assn. of Manufacturers and the American Trucking Assn.

Basic protest was to the use of the industrial fixed frequencies when there are common carrier frequencies available in the 5925-6425 mc area.

AT&T last October asked the FCC for experimental authority to inaugurate full-scale commercial service between the U.S. and Great Britain, France and West Germany, with the Bell company planning to loft its own active relay communications satellite within the year (AT DEADLINE, Oct. 24).

WTEN (TV) given 3-month extension on experiment

An experimental tv station operated by WTEN (TV) Vail Mills, N. Y., which was authorized by the FCC in 1959, will be in operation for three more months. The commission has given permission to WTEN to continue the test.

The experiment involves the operation of a separately-fed co-channel transmitter on ch. 10, WTEN's channel. The transmitter operates in conjunction with WTEN at various hours, including WTEN's regular program hours. It was designed to help the station decide whether such a "satellite" would improve its reception in the Albany-Troy-Hudson Valley areas. WTEN is located 35 miles from Albany.

Tests to date have noted an improvement of WTEN's signal in portions of Albany and Troy, but the experiment has also created "potential" interference in some areas along the Hudson

WWTV-AREA FAMILIES BUY 54% MORE FOOD THAN NORTH DAKOTA!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WWTV, Cadillac-Traverse City, *alone* serves an area with *54% more food sales* than the entire state of North Dakota*.

WWTV is the undisputed leader in Northern Lower Michigan television, delivering more homes than Station B in 433 of 450 competitive quarter hours surveyed, 8 a.m.-Midnight, Sunday through Saturday (NSI, Cadillac-Traverse City—June 6-July 3, 1960). To match WWTV's 36-county coverage you would have to use 13 daily newspapers or 16 radio stations.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having! *If you want it all, give us a call!*

**WWTV-area food sales are $219 million compared to $133.9 million for North Dakota. (Source: SRDS, October 15, 1960)*

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*
company name
address
city zone state
Send to home address — —

* Occupation Required

IN PITTSBURGH

Take TAE and See...

how top TV pro's help good selling messages sell better

BEHIND THE CAMERAS

WTAE department heads average fifteen years of experience in broadcasting. Engineering and directorial personnel average eight years in TV. These professionals provide the deft, sure performance and bright programming that is a WTAE trademark.

BEFORE THE CAMERAS

The tri-state's best known performers give extra personal sell to every message they deliver. Among them are the first news and sports broadcasting team ever seen on Pittsburgh TV and the first women's affairs director. In total, there are eleven on-the-air performers who average more than nine years TV experience. Take TAE and see how they sell for you.

BASIC ABC IN PITTSBURGH

WTAE BIG TELEVISION IN PITTSBURGH CHANNEL 4

River. WTEN, during the next three months, will try to determine the extent of this interference and whether or not it can be eliminated. Viewers in the affected areas may be asked to adjust their home antennas, after a station promise to restore them to their original condition, in an attempt to reduce the interference.

Commissioner Robert T. Bartley dissented to the new authorization. While he issued no dissenting statement, his objection centered on the operation of the experimental station during WTEN's regular program hours.

The FCC last week...

■ Was asked by Chief Hearing Examiner James D. Cunningham to affirm his rulings in the network study hearing in Los Angeles last October (BROADCASTING, Oct. 24). Mr. Cunningham refused to permit counsel for MCA to participate on the record, after which MCA Vice President Taft Schreiber refused to testify or to submit list of tv programs for which MCA acts as selling agent. MCA asked that the FCC overrule these rulings (AT DEADLINE, Oct. 31). Similar refusal to produce records was made by Promotions Unlimited and Dick Fishell & Assocs. and these also asked FCC to reverse examiner's decision. Mr. Cunningham asked that the FCC sustain his rulings in this matter also.

■ Invited comments by Jan. 6, 1961 on proposed rulemaking looking toward amending its tv table of assignments to drop in ch. 4 to Superior, Neb., which now lacks a tv channel assignment. Bi-States Co., licensee of KHOL-TV Kearney (ch. 13 and its satellite KHPL-TV Hayes Center (ch. 6), both Nebraska, petitioned for the assignment. It also stated that it proposed to file an application for ch. 4 in Superior as a satellite operation to duplicate the present programs of KHOL-TV.

■ Was told by the U. S. Court of Appeals to entertain the protest by KTAG-TV Lake Charles, La. against the grant early this year permitting KPAC-TV Port Arthur, Tex., to move its transmitter site midway between its home city and Lake Charles. KTAG-TV had protested the grant, but the FCC dismissed it because it was not notarized until after the 30-day protest period had run out. The court said the commission had discretion to accept the late oath.

■ Commissioner Charles H. King voted to include an issue relative to the capacity of an area to support another radio station during the hearing on a 250-w station in Del Rio, Tex. The seldom-considered issue was recommended by Commissioner King upon the request of KDLK Del Rio, which was made a party to the proceeding by the FCC. He felt as a party to the case, the station should be given the opportunity to present evidence on that subject. He had made no final decision as to the relevance of the economic question but he urged it should be aired. At issue was the FCC's decision to set for consolidated hearing applications for new am stations to operate on 1490 kc, 250 w in Del Rio.

■ Granted CBS a cp for a class B fm station in St. Louis (where CBS operates KMOX-AM-TV on 103.3 mc with an erp of 28 kw; antenna height 900 feet; remote control permitted. The commission included mention that the grant was made without prejudice to whatever action it might choose to take regarding violation of Sec. 317 (sponsor identification) and related matters.

■ Amended Parts 0 and 1 of its rules, effective Dec. 12, to permit commission action on revocation and cease-and-desist orders without going through the hearing procedure after a hearing has been waived by a respondent. Under present rules a formal hearing is required even when a respondent waives a hearing. The amendments provide that failure to file or appear will constitute waiver and change the commission's delegations of authority accordingly. Commissioner Cross dissented.

■ Denied a waiver of Sec. 1.305 (c) of the rules and returned the application of Fort Harrison Telecasting Corp. for a new tv station on ch. 10 in Terre Haute, Ind. The application was contingent on Wabash Valley Broadcasting Co., which operates WTHI Terre Haute, giving up ch. 10 in that city and moving to ch. 2, which it had been awarded in comparative hearing with Illiana Television Co. By this action the commission indicated it would not entertain applications for ch. 10 at this time.

FCC charges KBOM with unauthorized transfer

A charge that the owners of a radio station in North Dakota had engaged in stock transfers resulting in unauthorized changes in control were made last week by the FCC when it ordered KBOM Bismarck-Mandan to show cause why its license should not be revoked.

The FCC order was issued last Wednesday (Nov. 30) after investigation by the Broadcast Bureau's Complaints & Compliance Div.

KBOM, on 1270 kc with 1 kw day, 250 w night, was bought by a group headed by C. E. Kempel in 1956. At that time Mr. Kempel owned 80%,

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19 automobiles on one Saturday alone.
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John N. Harris, 10% and Richard C. Johnson, 10%. The commission claimed that Mr. Harris resigned in 1957 and sold his stock to Mr. Johnson. It also pointed to other stock transactions. The FCC said that KBOM owners knew of these changes, yet filed ownership reports annually and in 1959 an application for renewal without divulging this information.

The station was ordered to a hearing at a time and place to be specified.

Kahn CSSB opposed by EIA, Collins Radio

Opposition to the adoption by the FCC of the Kahn compatible single sideband transmission proposals for am stations were voiced last week by Electronic Industries Assn. and Collins Radio Co.

Lukewarm comments filed with the FCC at the deadline on Nov. 30 came from General Electric and Westinghouse Broadactsing Co.

Led by the report filed by Kahn Research Labs., developer of the system, and with favorable comments by RKO General Inc., a host of radio stations told the FCC it ought to approve the new am transmission mode.

A petition to authorize standard broadcast stations to use CSSB was filed by Kahn Labs. in December 1959. In June of this year, the FCC issued a proposed rule-making which would permit radio stations to use CSSB.

The Kahn comments filed last week emphasized these advantages for its system:

- Provides an effective 2-to-1 power signal-to-noise gain for a given signal fidelity.
- Improves audio fidelity.
- Reduces co- and adjacent-channel interference.
- Provides a means for reducing interference produced by radiation from improperly shielded tv sets.
- Minimizes selective fading distortion.

In its opposition, EIA claimed there was no demand for CSSB and that so far the data was "slim." It also expressed the fear that there might be adjacent-channel interference to the station not using CSSB from one which was using this method.

Collins Radio charged that the Kahn version of single sideband transmission is not true. It also stated that the CSSB method has failed to fulfill its claims.

Both GE and Westinghouse said they had tested the Kahn development and found no trouble with installation. Westinghouse said that it had tested CSSB for over 2,000 hours from its experimental station in Pittsburgh but had arrived at no conclusive results.

Favoring the Kahn Labs. proposal were RKO General and the following radio stations:

KUTY Palmdale, Calif.; KWJJ Portland, Ore.; WWRJ White River Junction, Vt.; KORD Pasco, Wash.; WPBC Minneapolis, Minn.; WPAT Paterson, N. J.; WAVZ New Haven, Conn.; WTRY Albany, N. Y.; WAMY Amory, Miss., and WROB West Point, Miss.

Two more

Consent orders agreeing not to engage in payola with radio and tv stations personnel have been signed by two more record companies—bringing to 88 the number of such judgments signed in Federal Trade Commission's campaign against payola. The two companies are: Fame Records Inc., New York, and Schwartz Bros. Inc., Washington, D. C. FTC issued 102 payola complaints during the past year.

PROGRAMMING

NATRFD speaks out on tv allocations

OPPOSES CHANGES WHICH WOULD CUT PROGRAMS IN RURAL AREAS

The nation's farm broadcasters have registered their association's protest against any projected tv allocation changes which would "reduce coverage or quality of reception" to the rural viewers they serve.

The action came in a resolution adopted by the National Assn. of Tv & Radio Farm Directors at a closing business session of its 17th annual convention in Chicago Nov. 25-27. And it came after a plea, by a spokesman for the Assn. of Maximum Service Telecasters Inc.

In other developments NATRFD members:

- Delayed any action on possible future sales promotion projects designed to re-sell advertisers and agencies on the efficacy of farm broadcast advertising.
- Heard a proposal for a new study to re-evaluate and reappraise new trends or patterns in farm viewing and listening habits.
- Elected George Roesner, KPRC-AM-TV Houston, as new president, succeeding Wally Erickson, KFRE Fresno-Calif. (see FATES & FORTUNES), and chose Washington, D. C., as its spring 1961 convention site (probably next June).

NATRFD recorded a registration of about 290 voting and associate member delegates (excluding wives, children and other guests) for the three-day sessions at the Conrad Hilton Hotel—held annually in conjunction with the International Livestock Exposition.

FCC's vhf-uhf allocations problem was reviewed Nov. 26 by Arch L. Madsen, AMST's assistant executive director. He cited several proposals and alternatives, claiming that "no group should be more concerned than yours." He held that wide area tv best serves the interests of those in rural markets and small cities.

Mr. Madsen charged that Comr. Robert E. Lee's proposal for all-uhf would be "pure disaster" and added, "you'd be surprised to know how much strength this proposal has in the FCC." Already, he suggested, the "door is partly open for the degradation of rural tv service."

He urged NATRFD members to remind the FCC and their congressmen of tv's importance to rural areas and impel them not "to act rashly."

Urban vs. Rural ▪ The association's resolution, adopted by voting members, urged the commission not to increase any urban coverage at the expense of rural viewers. A suggestion by one farm broadcaster that this might be more a management matter was reportedly rejected on the premise that farm broadcasters ought to try and look out for their own best interests.

Proposal for a study to ascertain changing viewer and listener habits came at a joint session of voting and associate members Nov. 27. Bob Walton, John Blair & Co. and outgoing associate group chairman, suggested the survey be undertaken where stations have discontinued farm programming.

At the same meeting, Mr. Erickson stated that NATRFD has "improved relations with sponsors, agencies, management and various farm groups during the past year." Its executive committee later abandoned any sales promotion projects in the immediate future (similar to the one pitched at Madison Ave. and NAB regional meetings), but felt that selective sales presentations

ANOTHER FIRST FROM CRC

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12 STATION PROMOTION JINGLES EACH JINGLE A PARODY OF A FAMOUS AMERICAN TRADITIONAL YOUR AUDIENCE SINGS ALONG WITH YOUR STATION IDENTIFICATION JINGLE TREMENDOUS PROMOTIONAL POSSIBILITIES THE COUNTRY'S NEWEST CRAZE ♥♥♥ ♥♥♥ ♥♥♥

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Radio vets honored

Two radio pioneers — Frank Mullen, station owner and consultant and onetime NBC executive, and William Drips, farm director of KOIN-AM-TV Portland, Ore.—were honored at the closing banquet of the National Assn. of Tv & Radio Farm Directors in Chicago Nov. 27. Both received the association's meritorious service awards for their outstanding contributions to the industry. In the aggregate, it was pointed out, they had over 70 years service in the radio industry. NATRFD also issued 32 tenure awards, among them three for a quarter-century service to Emil Bill, WMBD Peoria, Ill.; Milton Bliss, WFIL-AM-TV Philadelphia, and George Menard, WBBM-TV Chicago. Others were given for 10, 15, and 20 years' service.

might be prepared by individual groups to appeal to certain buyers.

Extra Effort ▪ Again, as in past years, it was made plain to tv-radio farm broadcasters that they must redouble their efforts to re-sell (1) agricultural advertisers and (2) staton management. (On the latter, as one RFD put it, "when the station starts looking around to cut budgets, I want them to keep as far away from the farm department as possible.")

Among other topics explored were competitive station views, their community relations, new U. S. Agricultural Dept. radio and tv services, agricultural weather advances and their role in civil defense mobilization and their avocations and hobbies.

Serving as hosts for convention events were American Cyanamid Co. and Cunningham & Walsh, its agency; Massey-Ferguson Ltd.; Chicago Board of Trade; American Dairy Assn.; National Dairy Council; Grocery Mfrs. of America; Allied Chemical Corp.; Assn. of American Nurserymen; American Hereford Assn.; Foundation for American Agriculture; Ethyl Corp.; Chas. Pfizer & Co., and National Plant Food Institute.

Merger talks resume

Robert Klaeger Productions, New York, and The Buckeye Corp. are discussing a merger of Klaeger with Transfilm-Caravel, New York, producer of filmed commercials and industrial films, a subsidiary of Buckeye. Discussions have been held over the past several months; were broken off at one point, but were resumed Wednesday (Nov. 30). Klaeger operates in the same general field as Transfilm-Caravel.

Should we frown or look the other way?

THAT'S QUESTION FACING TV CODE BOARD ON 'ICEMAN'

"The Iceman Cometh" is on the agenda of the next NAB Television Code Review Board meeting. Code people took a look when WNTA-TV New York, a non-code station, telecast the realistic dialog of Eugene O'Neill Nov. 14-27 on *The Play of the Week*, and the code staff thinks this may be a special case.

Charles H. Tower, NA vice president for television said last week the staff had discussed at considerable length the question of putting "The Classics' on the air, whether there should be flexibility enough in the code to allow a station to make up its own mind about broadcasting the material according to circumstances in its own market. The tv code review board meets Feb. 2 and 3 in Los Angeles.

Decision Not Imminent ▪ Code subscribers among some 60 stations on the NTA syndication list will be faced with accepting or rejecting "The Iceman Cometh" sometime next season. Other markets are some months behind the originating station as the two-hour tape bookings run. The pertinent part of the tv code says, "profanity, obscenity, smut and vulgarity are forbidden . . ." Many lines of the O'Neill tragedy could offend the sensitive on two of these three counts.

WNTA-TV, however, brought O'Neill's venture into "adult" programming with audience and critical acclaim. In a two-part, 14-day run, the station got nearly 500 communications from viewers. There were three complaints about offensive language, all telephone calls opening night. The rest were bouquets, except for some fears expressed that the late curtain, arranged because of the nature of the play, would become regular airtime.

"Iceman" reviews were enthusiastic. WNTA-TV was able to print a half-dozen recommendations in tune-in advertising and critics revisited the scene in later editions to devote columns of type to a 'theatrical triumph."

The taped show ran in its entirety opening night, Nov. 14, 10:30 p.m.-2:30 a.m. the next day. The rest of the seven-a-week was split into a two-hour "Part I" the first week with the second half last week.

Past Bedtime ▪ Regularly an 8:30 feature (7:30 p.m. Sunday evenings), *The Play of the Week* moved to 10:30 p.m. for these two weeks (10 on Sundays) because of the special nature of O'Neill's script. Promotion emphasized that it was not all-family fare.

NTA production chiefs hesitated about putting the play on tv and even after taping it considered it for theatrical showing instead. Now they are talking about possible theatrical distribution in addition to the telecasts. Presumably this would be a kinescope copy of the tape.

The opening-night audience on New York's ch. 13 peaked at 300,000, according to an Arbitron count published the next day. Arbitron rating for the week was 31.3, representing 1.43 million homes, season record in New York for *Play of the Week* and exceeded only once before since the show began (a 36.7 scored by "Lullaby" last season with Eli Wallach and Anne Jackson). Part II of "The Iceman Cometh" rated 28.6 for the week.

Aside from the three opening-night dissents about "Iceman" language and scattered gripes about showtime, mail and calls generally reflected the warm reception published in the next day's papers. Jack Gould of the *New York Times* opened an unqualified endorsement, saying:

'To television has come a moment of enrichment unequaled in the medium's 13 years." He commended Ely Landau, president of NTA, along with producer Worthington Miner, director Sidney Lumet and the cast. Jason Robards Jr. starred with Myron McCormick. Brooks Atkinson introduced the play on tv and said later in a *Times* column that the play added "something significant and exciting to the stature of tv."

Film sales...

Miami Undercover (Ziv-UA): Sold to Wiedman Breweries and Miami Stone Co., for WLWI (TV) Indianapolis, and WKRC-TV Cincinnati; to Food Town Co., for WAFB-TV Baton Rouge, La.; KVOS-TV Bellingham, Wash.; KKTV (TV) Colorado Springs, Colo.; WCCO-TV Minneapolis; WNEM-TV Saginaw-Bay City, Mich., and WDSU-TV New Orleans. Now in 44 markets.

Shotgun Slade (MCA-TV): Sold to R. J. Reynolds for one city in Michigan; two cities in upstate New York, and one market in Virginia; to the International Harvester Co. for one market in Georgia, and to Old Milwaukee beer, no market plans divulged.

New Six-Pack (Atlantic Television): Sold to WPIX (TV) New York; KHJ-TV Los Angeles; KSD-TV St. Louis; KCRA-TV Sacramento; WPST-TV Miami, Fla.; WWL-TV New Orleans; KJEO (TV) Fresno, Calif.; KENS-TV San Antonio; WHEN-TV Syracuse; WALA-TV Mobile, Ala.; WTVY (TV) Dothan, Ala.; WSFA-TV Montgomery,

Ala.; WLOS-TV Asheville, N. C., and WSAV-TV Savannah, Ga.

The Kennedy Story (UPI Movietone TV): Sold to WBZ-TV Boston; KPIX (TV) San Francisco; KDKA-TV Pittsburgh; KYW-TV Cleveland, and WJZ-TV Baltimore. Now in 75 markets.

Chatter's World (Sterling Television): Sold to WNEW-TV New York; KPLR-TV St. Louis; WLBW-TV Miami, Fla.; KGMB-TV Honolulu; KOOL-TV Phoenix, Ariz.; WHBQ-TV Memphis; WCCO-TV Minneapolis; WFIL-TV Philadelphia; WNHC-TV New Haven; WNBF-TV Binghamton, N. Y.; WFBG-TV Altoona, Pa.; WLYH-TV Lebanon, Pa. and KFRE-TV Fresno, Calif.

Sea Hunt (Ziv-UA): Sold to WKBW-Buffalo; KLZ-TV Denver; WJBK-TV Detroit; WLWC (TV) Columbus, Ohio; WDAF-TV Kansas City; WNEM-TV Saginaw-Bay City, Mich.; WBIR-TV Knoxville, Ky.; WFGA-TV Jacksonville, Fla. and KVOS-TV Bellingham, Wash. Now in 62 markets.

UAA Features (United Artists Assoc.): Sold to WTCN-TV Minneapolis; KEZI-TV Eugene, Ore.; CKLW-TV Windsor-Detroit; KVAR (TV) Phoenix, Ariz.; KSLA (TV) Shreveport, La. and KMOX-TV St. Louis.

UAA Cartoons and Christmas Programs (United Artists Assoc.): Sold to WTAP-TV Parkersburg, W. Va.; WAFG-TV Huntsville, Ala.; KKTV (TV) Colorado Springs, Colo.; WDAM-TV Laurel, Miss.; KENI-TV Anchorage; KFAR-TV Fairbanks; KCKT (TV) Great Bend, Kan.; and KEZI-TV Eugene, Ore.

Cartoon Classics (Banner Films): Sold to WLWI (TV) Indianapolis; KOLD-TV Tucson; KZTV (TV) Corpus Christi; WNEP-TV Scranton; KCOP (TV) Los Angeles; WOR-TV New York; KOVR (TV) Stockton; WBAP-TV Fort Worth; WPST-TV Miami; KPHO-TV Phoenix; WLOS-TV Asheville; WTVR (TV) Richmond; WJAC-TV Johnstown; WGN-TV Chicago; WMAL-TV Washington, D. C.; KGW-TV Portland, Ore.; WTIC-TV Hartford; WGAL-TV Lancaster; KPLR-TV St. Louis; WFMJ-TV Youngstown; WJZ-TV Baltimore, and KTVR (TV) Denver. Also sold to Atlanta National Advertising Agency, Norfolk.

Blockbuster Features (Jayark Films): Sold to KOAT-TV Albuquerque; WLOS-TV Asheville; WMAR-TV Baltimore; WHDH-TV Boston; WKBW-TV Buffalo; WCIA (TV) Champaign, Ill.; WBBM-TV Chicago; WKRC-TV Cincinnati; WFAA-TV Dallas; KEZI-TV Eugene, Ore.; WBAY-TV Green Bay, Wis.; WTIC-TV Hartford; WFBM-TV Indianapolis; WFGA-TV Jacksonville; WKZO-TV Kalamazoo; KNXT (TV) Los Angeles; WLVA-TV Lynchburg, Va.; WTVJ (TV) Miami; WTCN-TV Minneapilis; WKRG (TV) Mobile; WCBS-TV New York; WOAY-TV Oak Hill, W. Va.; WMBD-TV Peoria; WCAU-TV Philadelphia; KTVK (TV) Phoenix; WMTW-TV Poland Spring, Me.; KUTV (TV) Salt Lake City; KMOX-TV St. Louis; KELO-TV Sioux Falls; WSBT-TV South Bend; KHQ-TV Spokane; WHEN-TV Syracuse; WECT (TV) Wilmington, N. C.; and KLIX-TV Twin Falls, Idaho.

Radio stations to search for Miss Teenage America

Teen America Assoc. Inc., Dallas, announced last week that it is conducting the first national Miss Teenage America Contest in cooperation with radio stations throughout the country. More than 20 stations already have been licensed for exclusive rights to the contest in their areas, a company spokesman said.

The event is designed to appeal to teenage listeners, said to number about 18 million in the U. S. Stations will conduct their own local contests, with winners to be sent to the national event in Dallas in April for one week, officials reported. The grand prize winner will reign for one year as Miss Teenage America and make paid tours of the country. Stations may receive additional information by writing Teen America Assoc. Inc., Southland Center, Dallas, Tex.

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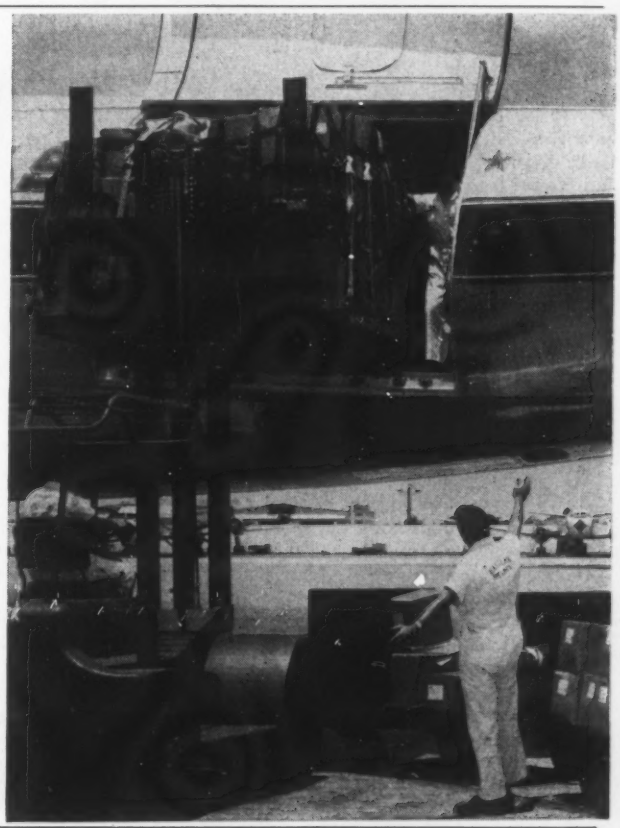

CBS O&O'S LEASE 200 COLUMBIA FILMS

Most are post-'48 product in estimated $12 millon deal

The post-'48 feature market widened considerably last week when Screen Gems Inc., New York, leased more than 200 Columbia features to the five tv stations owned and operated by CBS. Indications were that at least one major studio hold-out—Metro-Goldwyn-Mayer—would be the next company to succumb to the lure of tv money.

Screen Gems' transaction with the CBS owned-and-operated tv stations involved a total of 275 pictures, including more than 200 produced by Columbia after 1948. Though no price was released, it was estimated the contract called for approximately $12 million for use of films on the stations "over the next few years."

Columbia's move left three major studio holdouts—MGM, Universal Pictures and Paramount Pictures. Spokesman for Paramount and Universal stated their company had "no plans" for releasing their post-'48 product in the foreseeable future. But an official at MGM was not so adamant.

"MGM does not have its head in the sand on this matter," an official said. "We are now reviewing the action taken by other studios, and are studying various factors like costs and market conditions. We have no definite plans right now, but there's no telling when we will move."

The Line-up ▪ Among the features in the library leased by SG are: "All The King's Men," with Broderick Crawford; "Born Yesterday," with William Holden and Judy Holliday; "The Caine Mutiny," with Humphrey Bogart and Van Johnson; "Death of a Salesman," with Frederick March; "The Solid Gold Cadillac," with Judy Holliday and Paul Douglas; "The Last Hurrah," with Spencer Tracy; "3:10 to Yuma," with Glenn Ford; "Jeanne Eagels," with Kim Novak; "The Wild One," with Marlon Brando; "The Four Poster," with Rex Harrison; "Salome" and "Miss Sadie Thompson," both with Rita Hayworth and "Knock On Any Door," "Tokyo Joe" and "Sirocco," all with Humphrey Bogart.

The remainder of the pictures in the group are pre-1948 Universal-International releases, including "The Egg and I," "Family Honeymoon," "Criss Cross," "Shadow of a Doubt" and "Kiss The Blood Off My Hands."

The SG group was said to be "the largest group of post-1948 motion pictures from a major studio to be released to tv." Jerome Hyams, vice president and general manager of SG, noted that the transaction represented the first release of Columbia post '48's to tv.

Robert Seidelman, vice president in charge of syndication for Screen Gems, who handled negotiations for the CBS stations' sale, said Columbia has approximately 200 more post-'48 features that have not been placed into tv distribution. He indicated that these films will be withheld from tv for several years but declined to be specific about this point.

The CBS stations involved are WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago, KNXT (TV) Los Angeles and KMOX-TV St. Louis. The stations plan to start using the newly-acquired film in mid-January.

Five new film packages purchased by WBBM-TV

CBS owned WBBM-TV Chicago announced the purchase of five separate feature film packages the past fortnight, while denying reports that it plans to transmit full length motion pictures in local color.

The station has purchased post-1954 films from Show Corp. of America, post-1948 movies from 20th Century-Fox 275 post-1948 shows from Columbia Pictures (see story, page xx) pre-1948 films from Universal International and 15-20 Lopert films designed to be shown in color.

A WBBM-TV spokesman pointed out, however, that the station can receive network color transmission but is not equipped to transmit its own tint tv. Additionally, it's understood that the CBS outlet looked into the expenditure for local transmission equipment and decided it would be prohibitive at this time. WBBM-TV reports that with the recent acquisitions, it has bought nearly a dozen feature film packages this year.

Booming post-'48 market in New York

The New York market particularly seems to be stocking up on post-'48 features. Coincident with the announcement that Screen Gems had leased more than 200 post-'48s to the CBS owned and operated stations, including WCBS-TV New York (see story, above) Robert Smith, vice president programming, announced last week that the station has acquired more than 200 features, of which approximately 140 are post-'48s. The film package represents product from five film producers—Warner Bros., United Artists, Metro-Goldwyn-Mayer, RKO and Pine-Thomas. Post-'48s include "Barefoot Contessa," "Saint Joan" and "King and Four Queens" (U-A); "The Far Horizons," "Jamaica Run" and "Run for Cover" (Pine-Thomas) and "Susan Slept Here," "Unholy Wife" and "Abbott and Costello Meet Captain Kidd" (RKO). Features from MGM and Warner Bros. were pre-1948.

Program notes...

Desilu profit ▪ Desilu Productions Inc., Hollywood, earned record-high net income of $322,314 for the second quarter ended Oct. 29, equal to 28 cents per share on the 1,155,940 shares of common stock outstanding. Gross income for the period was $5,903,717. President Desi Arnaz said the record was achieved in spite of the fact that the strike of the Screen Writers Guild tied up the tv industry from January to June, resulting in a late start in production and a net loss of $201,397 for the first fiscal quarter. In reporting gross income of $8,462,495 for the six months ended Oct. 29, Mr. Arnaz said profitable operations in the second quarter more than offset the loss in the initial period, resulting in net income of $120,917 or 10 cents per share. For the second quarter last year, Desilu's gross income was $6,917,979 with net income of $242,058 equivalent to 21 cents per share.

Ike tribute ▪ NBC-TV will present *Tribute to a Patriot*, a full-hour program examining the life and career of President Dwight D. Eisenhower from his youth in Kansas, through his eight years in the White House, on Jan. 10, 1961 (Tue. 10-11 p.m. EST). Chet Hagan will produce the NBC News program, which will utilize film still photographs and audio and video tapes. Ralph Burns will compose special music to be performed by the West Point Glee Club and the U. S. Army Chorus.

Action in Las Vegas ▪ Producers Mark Goodson and Bill Todman and David Levy, vice president in charge of programming, NBC-TV, announced last Wednesday (Nov. 30) the completion of a production agreement for a new action-adventure series, *Las Vegas*, which is scheduled for network programming next fall. The program, which will be filmed on location in Las Vegas, Nev., starting this month, will be produced jointly by Goodson-Todman and Fenady-Kowalski. Andre Fenady will produce and Bernard Kowalski will direct the hour-long weekly series.

Street image ▪ *Main Street*, a series of five documentaries, will begin this month on the National Educational

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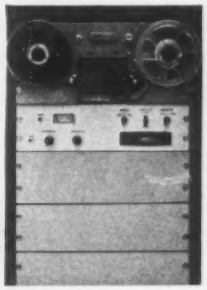

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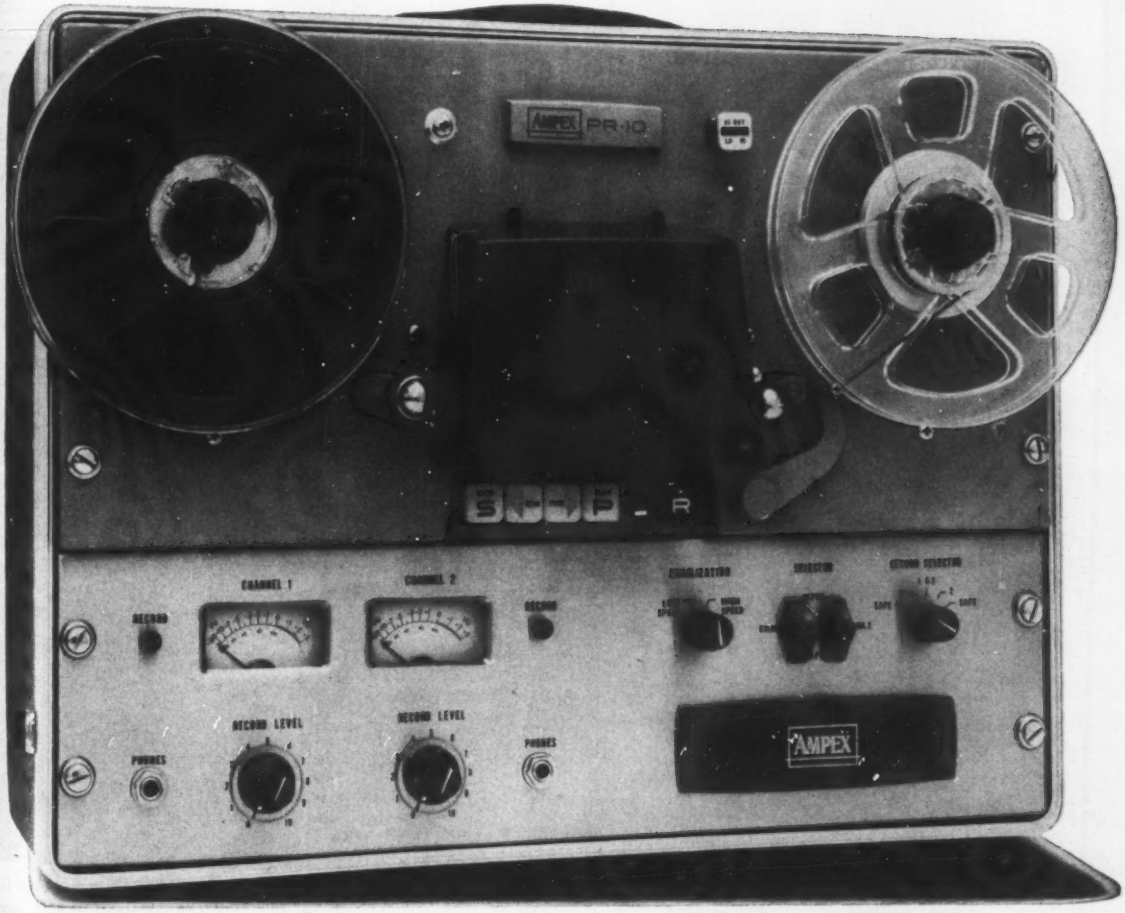

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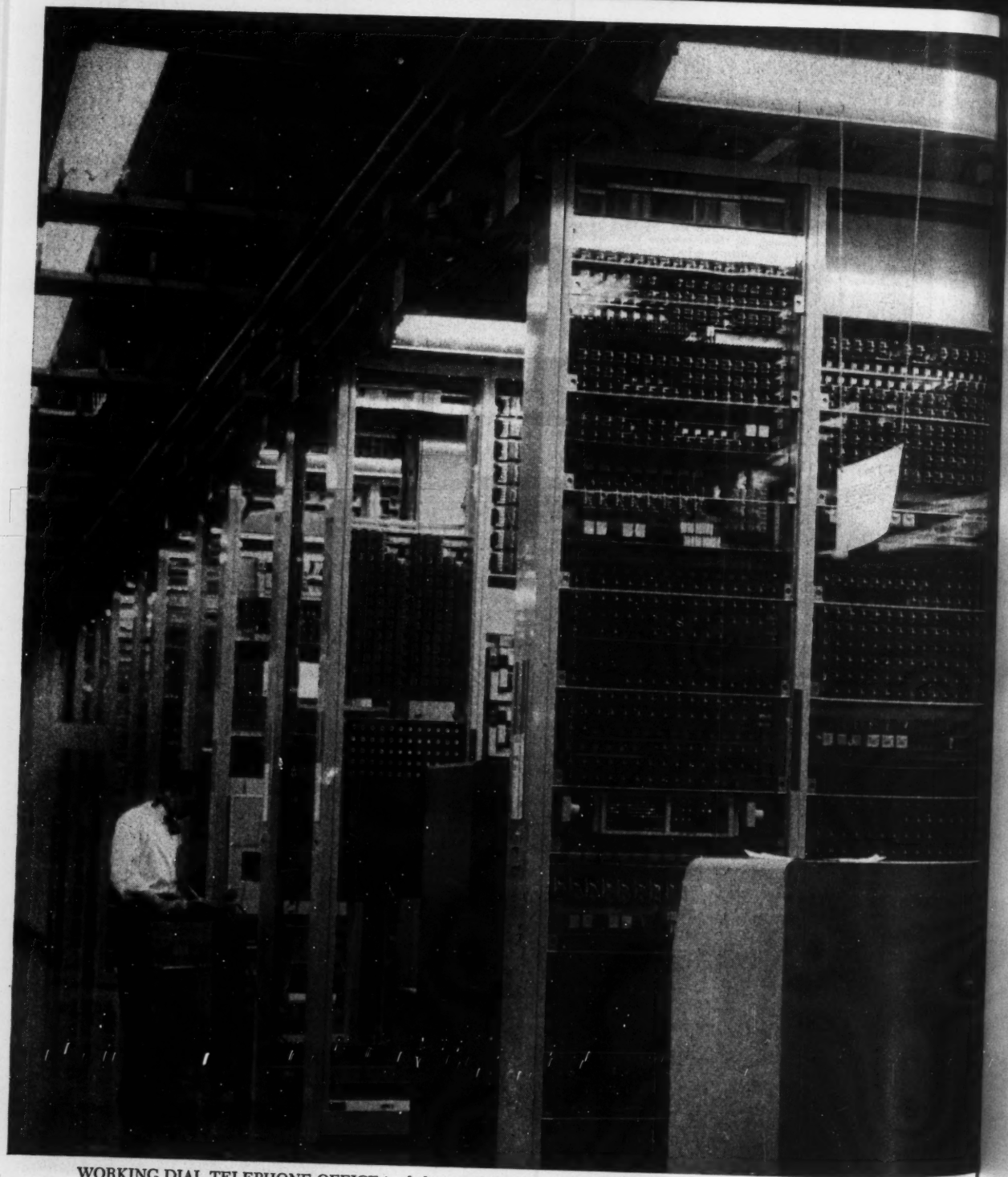
WESTERN ELECTRIC AND



WORKING DIAL TELEPHONE OFFICE in skeletonized form at the Western Electric Columbus, Ohio Plant enables Bell Laboratories engineers to try out new equipment and proposed changes in switching. This in-plant lab facility, employing more than 120 persons, is one of 10 operated in seven states by the Bell System's research and development unit. Close cooperation between Bell Laboratories and Western Electric puts new communications techniques to work more swiftly.

BELL TELEPHONE LABORATORIES

Bell Telephone Laboratories, Western Electric, and the Bell telephone companies are Bell System teammates dedicated to communications progress in the United States. Bell Laboratories is responsible for research, design, and development; Western Electric, for the manufacture of equipment. Working together they help provide the Bell telephone companies with their equipment needs.

The modern telephone is only one of many communications advances made by Bell Telephone Laboratories. The revolutionary transistor sprang from Bell Laboratories research. Today's transoceanic telephone cables and satellites circling the globe are possible largely because of the Laboratories' efforts. Radio astronomy was a Labs discovery... Bell Laboratories' interests range from theoretical research into all areas of communications technology.

From Bell Labs pioneering have come such basic contributions as the first high-vacuum electronic tubes, indispensable in long distance telephony; advances in dial switching, culminating in today's direct distance dialing; coaxial cable and microwave transmission systems. In the final stages of Bell Laboratories development work, Western Electric engineering and manufacturing people, working side by side with Bell Laboratories personnel, provide production skills and facilities needed to turn discoveries and developments into equipment for the Bell telephone companies.

Because of this experience in the telephone business, Bell Laboratories and Western Electric have been called upon by the Government to play major roles in such communications projects as DEW Line, SAGE, White Alice, and BMEWS; and to create radar equipment and guidance systems for Nike, Titan, Terrier.

Now—Space. In 1959 Western Electric was named leader of an industrial team including Bell Laboratories to prepare a worldwide communications network for America's astronaut-in-orbit program. In 1960 the Project Echo balloon satellite was directed into precise orbit by a Bell Laboratories command guidance system, helping to launch a new era in communications in which Western Electric will also play a major role.

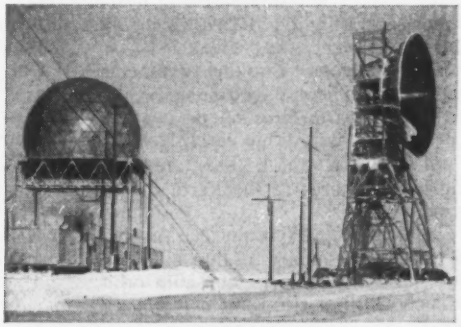
Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

STUDYING QUARTZ CRYSTALS "grown" synthetically for Bell System communications equipment at Western's Merrimack Valley Works in North Andover, Mass., are R. A. Laudise (at top) of Bell Telephone Laboratories and R. A. Sullivan of W. E.

COOPERATION between Bell Laboratories and Western Electric results in swift transition from development to volume manufacture. Here, at Western's Indianapolis Works, the designs of the Laboratories are translated into new Princess telephone sets.

AT MURRAY HILL, N.J., Bell Telephone Laboratories has the largest industrial research complex in the U.S. (4,560 employees). The Labs also has research centers at Holmdel, N.J. (140 employees), New York City (2,690), and Whippany, N.J. (3,360).



DEW LINE, a network of some 60 radar stations spanning the top of North America, is one of many Government projects to which Western Electric and Bell Laboratories have made major contributions.

Television Network, according to Robert Hudson, vice president for programs of the National Education Television and Radio Center, New York. The half-hour programs, which were produced by member stations for an NETRC project, reflect differing images of *Main Street*—from the reminiscences of an Oklahoma homesteader to an examination of the feelings of persons displaced by a Boston housing project. The five stations participating are WYES-TV New Orleans; WGBH-TV Boston; KETA-TV Norman, Okla.; KVIE (TV) Sacramento, and KOAC-TV Corvallis, Ore.

RonCom moves ▪ RonCom, Perry Como's independent film television company, has moved its production unit from Fox Western Studios to Desilu.

Consolidation ▪ Flamingo Telefilm Sales Inc., N. Y., has moved to 445 Park Ave., New York 22. The film distributor's booking and accounting divisions, now located on 34th St., will join the executive offices at Park Ave. on Jan. 1.

On the move ▪ Tv Marketeers, N. Y., has moved to larger quarters at Suite 1120, 41 East 42nd St. Telephone is Yukon 6-2553.

All-star fm ▪ KRHM (FM) Los Angeles, which starred Steve Allen Nov. 28 in an hour-long across the board evening show (Mon.-Fri., 9-10 p.m.), following the inauguration of a similar program starring Johnny Green earlier in the fall (Mon.-Fri., 7-8 p.m.) is adding a third such series, with Sammy Davis Jr. as star, to start the first of the year. All three programs are taped and all are to be placed into syndication in addition to their KRHM broadcasts.

An experiment in 'pre-testing' tv programs

Television film producers will be eyeing a production experiment in Hollywood that could conceivably have a widespread effect on the quality of future video films. Goodson-Todman Productions announced last week a plan to pre-test each episode of its upcoming series, *One Happy Family*, in front of a live audience several days before actual filming. The full dress rehearsal is expected to add $2,000 per week to the show's production cost.

Harris Katleman, Goodson-Todman's executive vice president on the West Coast, explained that camera-less rehearsals will be held on Friday evenings in the presence of a studio audience. This plan will give producer Sid Dorfman and director Al Lewis an opportunity to re-write, over the weekend. Script changes will be rehearsed on Mondays, with filming on Tuesdays. The situation comedy series starts Jan. 13 on NBC-TV (Fri. 8-8:30 p.m. EST).

EQUIPMENT & ENGINEERING

Spaceborne tv gear shows dogs and clouds

BOTH U. S. AND RUSSIAN SATELLITES HAVE TV ABOARD

Tv is playing a greater and greater part in space satellites—certainly within the last few weeks.

The 5-ton Soviet Sputnik lofted Dec. 1 contains a tv camera covering the two dogs and other animals in the capsule, it has been deduced from Moscow announcements of the shot.

In the U. S.'s Tiros II satellite, waterglass-size tv cameras are being used to cover cloud formations over the earth.

The animals in the Russian sputnik, placed in 117-165 mile orbit Dec. 1, are being watched by means of "radio-television and telemetering systems," the Soviet announcement said. These, it added, play back physiological data about their conditions.

The Soviet satellite carries two dogs and "other animals, insects and plants." The five-ton space ship carries a transmitter operating on 19.995 mc., the Russian announcement said.

Tiros Vidicons ▪ Two tiny tv cameras, with ½-in. vidicons, are zipping around in space aboard Tiros II, the weather satellite put into orbit early Nov. 23 from Cape Canaveral. They are sending back pictures of the Earth's cloud cover.

The 280-lb. meteorological moonlet is traveling at almost 17,000 miles per hour in a 431-mile to 406-mile orbit. It is chockful of electronic components, including circuits to relay back to earth the pictures taken by the two tv cameras, and by seven infra-red sensors. The infra-red experiments are the first conducted through use of the Tiros series.

The first Tiros went aloft last April. It also contained two tv cameras, similar to those in the current satellite.

The tv cameras consist of one narrow angle camera, taking pictures of 75 miles of the Earth's cover; the other, wide angle camera, can cover 750 miles. The latter still was not working properly as of last week.

The pill-box shaped satellite carries five transmitters: two, on 235 mc with 2 w power are linked to each of the tv cameras and associated tv tape recorders. The cameras pick up cloud cover and store the pictures on the tape. These are relayed to earth on command from two ground stations, at Belmar, N. J., and at Oxnard, Calif. The signals can also be transmitted direct from the camera to the ground stations.

One transmitter, on 237.8 mc with 3 w is the infra-red circuit. There are also two 30 w tracking beacons operating continuously on 108 mc and on 108.03 mc.

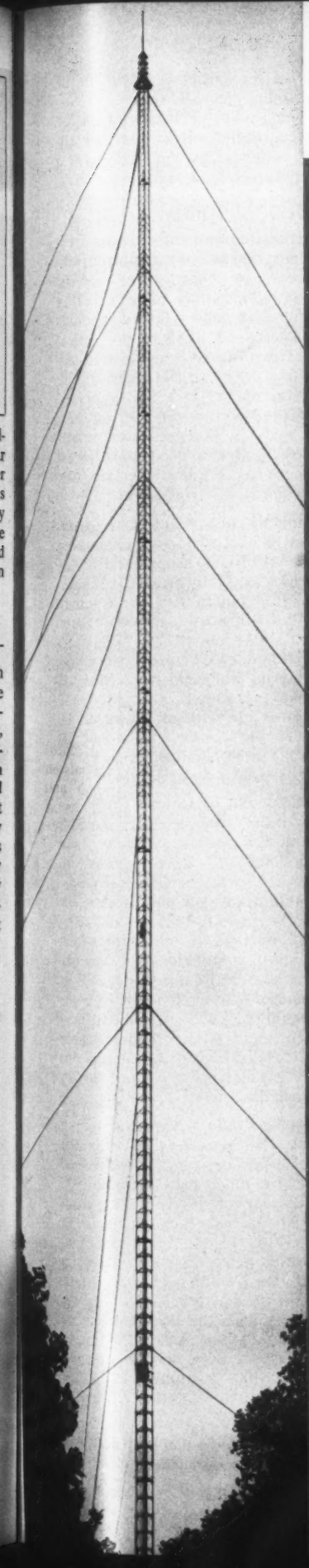
Power is supplied to 63 cadmium nickel batteries from over 9,000 solar cells which cover the outside of the space weather station.

That Navy Big Brother-Little Brother navigational satellite attempt which failed last Wednesday, included instruments designed to measure the bending of radio signals through the ionosphere. This was one of the experiments contained in the small 40-lb. satellite. Both were bolted together and were to be blown apart when they reached the desired 500-mile-high orbit. The larger, 200-lb. Transit III satellite was scheduled to transmit navigational signals on four frequencies—54, 162, 216 and 324 mc. Television ch. 2 begins at 54 mc; ch. 13 ends at 216 mc. Navy sources explained that these frequencies are just on the edge of the six-mc tv channels and because they are very weak and very narrow-band cannot interfere with commercial tv broadcast programs.

RCA satellite proposal

RCA has followed up the launching of weather satellite Tiros II with a proposal to put up a chain of communications satellites to relay weather information around world. The idea, as explained by Sidney Sternberg, chief engineer of RCA Astro-Electronics Div., Princeton, N. J., would speed information collected by Tiros in time to be of maximum usefulness.

The weather satellite would return tv pictures and infrared information to ground stations for processing as is currently done, then the ground station, using tv-type relay equipment, would return processed pictures and charts to the communications - satellite system. RCA scientists are talking in terms of a half-dozen satellites for global weather relay, but the proposal has not been formally filed with any government agency. RCA was commissioned to execute two Tiros by the National Aeronautics & Space Administration.



RCA "Traveling Wave" Antenna

atop world's tallest structure gives KFVS one of the world's largest TV service areas

According to KFVS-TV, Cape Girardeau, Mo., programs beamed from this new 1676 ft. tower should reach more than 2 million people living in one of the largest TV service areas in the world. Yet, thanks to the excellent null-fill characteristics of the Antenna, KFVS's close-in coverage will not be sacrificed for added tower height.

This new "Traveling Wave" Antenna and tower 2000 ft. above average terrain represent the world's tallest man-made structure. Together they are 204 feet taller than the Empire State Building. They dwarf the Eiffel Tower.

The RCA "Traveling Wave" Antenna combines excellent electrical characteristics, with mechanical simplicity and economy. Here is a VHF high-band antenna that has inherently low VSWR and produces smoother patterns. The design, based on slot radiators, results in improved circularity.

RCA Broadcast and Television Equipment • Camden, N.J.

Even if you are not in the market for the world's tallest, if you want a VHF High-Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications, your RCA Broadcast Representative can help with your Antenna planning. See him for complete story. Or write to RCA, Dept. O-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

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Lee spins his all-uhf record again for EIA

SEES 'GOOD CHANCE' CONGRESS WILL REQUIRE UHF SETS

Proposal to move all tv broadcasting to the uhf frequencies—over a five to seven-year period—was again advanced by FCC Commissioner Robert E. Lee speaking last week at the annual winter conference of the Electronic Industries Assn. in San Francisco.

Mr. Lee said, as he has several times before, that such a move would provide space for some 200 additional stations. There are this many, he said, who cannot get on the air because there are no channels available for them.

The military services, he said, twice have turned down requests by the FCC for more vhf space "in no uncertain terms and for good and sufficient reasons." This means, he added, that the commission's long-range, 50-channel vhf plan "is definitely out the window."

Engineers consider the proposals to crowd more stations into the available 12-channel tv service "intolerable," he stated. "I have yet to find an FCC engineer who does not believe that the only answer to the problem of getting new tv channels is a gradual shift to uhf," he said.

The 12 vhf channels now being used for tv, Mr. Lee suggested, might be used for mobile radio services.

Mr. Lee described to the assembled electronics manufacturers the progress of the New York uhf test, and ventured the prediction that there is "a good chance" that Congress will pass the FCC-sponsored bill to require tv manufacturers to produce only receivers capable of receiving both vhf and uhf signals. He also said he believed the FCC would act on fm stereo standards by the end of the year.

The three-day meeting also heard Dr. Edward G. Witting, deputy director of Army research, talk about microminiature components. This could, he said, lead possibly to microminiature electronic circuits introduced into the body of human beings for medical diagnosis.

Board Actions ▪ Reaffirming its previous stand, the EIA board on Thursday voted its opposition to any legislation which would require tv manufacturers to produce nothing but receivers capable of accepting both vhf and uhf signals.

The board took a favorable position on proposed legislation which would establish a single frequency authority to allocate the radio spectrum between government and non-government use. This proposal has been recommended by Rep. Oren Harris (D-Ark.), chairman of the Senate Commerce Committee. This is the committee which handles legislation affecting radio and tv, as well as other forms of communications.

Other board activity included positions on imports of electronic components and products into the U.S.; election of Joseph H. Gillis, Philco vice president as a member of the board; election of Henry Bowes, Philco vice president, as member of the executive board of the Consumer Products Division.

The Consumer Products Division recommended the adoption of an advertising code and the undertaking of a major consumer products promotion.

FCC Commissioner Robert E. Lee (third from left) confers with Electronic Industries Assn. officials (l to r) L. Berkley Davis, GE vice president, president of EIA; Ben Adler, Adler Electronics Inc.; Mr. Lee, and H. Leslie Hoffman, Hoffman Electronics Corp.

Technical topics...

Personalized equipment ▪ Shure Bros. (electronic components), Evanston, Ill., announces new personalized microphone outfit, including mike, carrying case, engraved name plate and plugs and adapters and designed for entertainers. Heart of unit is company's new Model 545 Unidyne III microphone with swivel adapter that can be placed at a 75% greater distance from performer than is possible with omnidirectional mikes, thus giving entertainer more freedom of movement. Net price: $75.

Protecting antennas ▪ Tower Construction Co., Sioux City, Iowa, announces development of cone-shaped and molded Fiberglas cover to protect parabolic antennas from buffeting in severe winter weather. Company's engineers claim the Para-Dome costs 35%-50% less than other protective type covers and is designed to withstand wind force of 50 pounds per square foot. Model is available for use with reflectors of 4-, 6-, 8- and 10-ft. sizes. Additional information can be obtained from Tower at 2700 Hawkeye Drive in Sioux City.

Plant expansion ▪ Andrew Corp. announces it has completed production expansion for Heliax cable at new plant in Orland Park, Ill. Heliax is flexible air dielectric cable used primarily as transmission line in rf communications, radio-tv broadcasting, vhf-uhf and microwave communications and military installations. Company claims to be only producer of cable in continuous lengths, limited only by commercial shipping facilities, and that new equipment puts it in "volume cable market." Heliax cable and fittings are available in standard sizes from ⅜-inch to 3⅛-inch diameters.

The speed of tape ▪ Scott Instrument Labs Inc., N. Y., offers an extended line of TapeStrobes—tape speed measuring devices which can determine tape speed accuracy for speeds ranging from 1⅞ ips to 60 ips. In addition to its standard 7½, 15, 30 ips TapeStrobe (Model A), Scott Labs now offers a standard 3¾, 7½, 15 ips Strobe (Model B). A special step-down adapter (Model W) adds the additional speed of 3¾ ips to Model A and 1⅞ ips to Model B. For custom service information write Scott Instrument Labs, 17 East 48th St., New York 17. Price: about $22.50.

Expansion planned ▪ Collins Radio Co. has announced construction will begin

Dec. 15 on a $1.8 million manufacturing building on its 200-acre site at Richardson, Tex. The new building will contain 117,000 square feet of floor space and will be built of steel and reinforced concrete with exterior walls of contoured concrete panels. Target date for completion is Aug. 15, 1961. Construction will be handled by Alpha of Texas Inc., a Collins subsidiary.

New tape recorder introduced ▪ The Amplifier Corp. of America, an affiliate of the Keystone Camera Co., has introduced a new automatic, compact magnetic tape recorder, designed to make playing magnetic tape easier. The new unit will come in two styles: one for home use, the other in rack panel form for professional use. The tape is contained in a plastic cartridge, which is single reel, endless loop.

New gear ▪ Westrix Corp., a division of Litton Industries, has issued a bulletin describing audio channel shifters and restorers to be used primarily with double- or single-sideband radio systems. Two sets of shifter-restorer equipment may be used to provide four voice channels on double-sideband circuits, which now provide only one.

Airborne tv test nears midwest trial

Plans were underway in Chicago last week for the inception of airborne tv instruction in six midwestern states on a demonstration basis starting next February.

Members of a midwest area committee met Wednesday to map plans for workshops, seminars and consulting services for administrators and teachers who will take part.

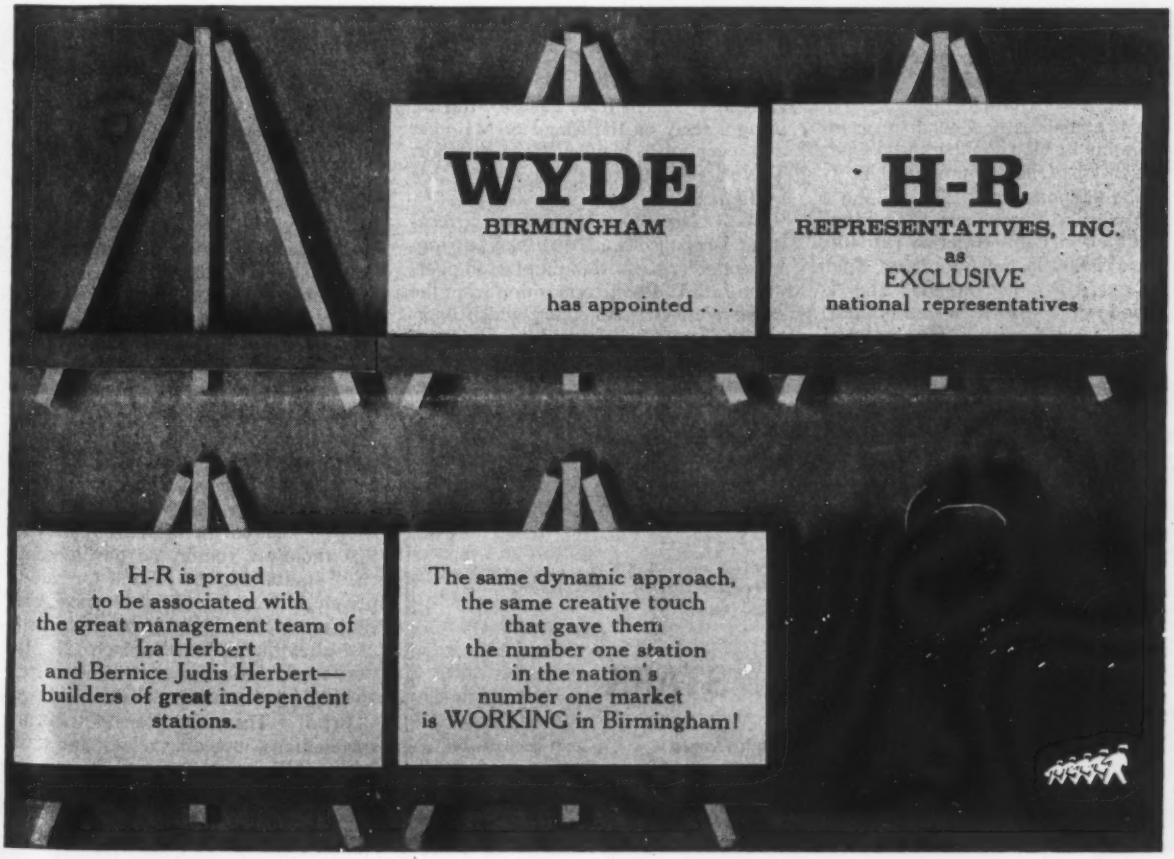
The program, which commences officially with the start of the academic year in September 1961, calls for telecasting of video-taped educational courses from a plane flying over northern Indiana. Involved in the project are Purdue U., which will produce the courses; Westinghouse Electric Corp., which is supplying the aircraft; CBS Labs., which helped develop the project, and several schools. The project will cost about $7 million, comprising a $4.5 million Ford Foundation grant and private contributions. Courses during the first year will be televised six hours each day, four days a week, on two tv channels.

Dr. Herman L. Shibler, educational services director for the midwest program on airborne television instruction, predicted the program will increase the quality of offering in schools with unadequate resources at a cost less than that for a comparable increase in quality achieved by other means. Tv's ability to provide more students with access to "unusually talented teachers" and also "rich learning experiences" not available in ordinary classrooms also was cited.

Now it's 'compact' discs

RCA Victor will introduce a new speed for disc "singles" in January with a seven-inch "compact 33" (revolutions per minute) size, George R. Marek, vice president and general manager of RCA Victor records, has announced. There will be two versions, the compact 33 single, with one number on each side, and the compact 33 double, with two per side. They will sell respectively for 98 cents and $1.49, and all future single releases will be produced both in 33 and 45 rpm.

RCA is taking advantage of a four-speed instrument market that didn't exist years ago, Mr. Marek said. The company expects to attract the interest of adults, music samplers and serious music listeners. The first compact 33 release is being offered in a special promotion with Dr. West's toothbrushes.



Television's foreign track record

4.1 MILLION INCREASE IN SETS BRINGS TOTAL TO 38.6 MILLION

Foreign tv sets in use increased to 38.6 million during June-September, a 4.1 million increase compared with 2.5 million during the first five months of the year, the U.S. Information Agency reports, but cautions that the reliability of its sources varies.

The new figures bring to 32.6 million the number of tv sets in non-communist-bloc countries and 6 million in the communist bloc, USIA's June-September report indicates. New tv stations (tv centers, relay stations, converters, experimentals and others) increased 116 in the four-month period (97 of them in non-communist-bloc countries) for a new total of 1,353 outlets, 1,105 of these in non-communist-bloc countries. The USIA report does not cover the U.S. and its territories, Canadian outlets and U.S. armed forces stations abroad.

The USIA also reported that its television service sent 226 programs to 51 countries which have an estimated 135, 250,000 viewers during the four-month period.

Television was inaugurated in the United Arab Republic (at Cairo) and the Netherlands Antilles (on Curacao Island), the USIA said, and other overseas tv highlights included increased efforts by East Germany to woo West German audiences and harsh measures by communist-bloc countries to discourage viewing of non-communist-bloc tv.

USIA's report shows 22.1 million tv sets in Western Europe (up 1.9 million), 3.3 million in Latin America (up 400,000), 170,000 in the Near East, South Asia and Africa (up 80,000) and 7.5 million in the Far East (up 1.3 million).

There were 4 million sets in Russia (increase not reported), 810,000 in East Germany (up 170,000), 750,000 in Czechoslovakia (up 15,000), 311,000 in Poland (up 51,000) and smaller figures in other satellites and communist China.

Agreements have been signed for tv program exchanges between Russia and the United Arab Republic, Japan and China and Japan and North Korea, and East Germany and Cuba, USIA reported.

In Western Europe (including Yugoslavia) the major tv event was live transmission of the Olympic games at Rome to the 14 members of Eurovision—plus Czechoslovakia, East Germany, Hungary and Poland—to an audience estimated at 250-300 million. Russia had to use film and the U.S. and Japan used video tape recordings flown back by jet plane.

The last link in the Nordvision network, joining the Scandinavian countries, was completed between Helsinki and Stockholm in June.

USIA's tv roundup by countries:

Denmark ▪ All of metropolitan Denmark now receives tv with the opening of a station at Aarsbolle on Bornholm Island July 8, tied to Copenhagen by a relay crossing southern Sweden. Denmark's tv budget of $6 million for the coming year exceeds its radio budget by $1 million.

France ▪ On July 14, RTF began relaying tv signals from Paris to Algeria, using a relay on the island of Majorca, and reception is claimed to be superior. There are 15,000 tv sets in public places in France.

West Germany ▪ The federal government is going ahead with plans to put its second tv network, all uhf, into operation Jan. 1, despite opposition from the seven West German states, which operate their own radio and tv networks. The new network will be supported by advertising and the government announced plans and locations for 28 of the total of 82 stations ultimately planned.

Italy ▪ The country's second tv network is to be inaugurated next fall and at first will reach only major cities, but by the end of 1962 there will be 32 transmitters and 11 repeaters to cover two-thirds of the country. The present network has 28 transmiters and 358 repeaters and 201 more repeaters are planned to give 98% coverage. The Italian supreme court has upheld the constitutionality of the tv monopoly held by RIA-TV. Rate for Italian subscribers drops from $23 to $20 on Jan. 1.

Norway ▪ King Olaf opened the country's tv network Aug. 20 following six years of experimentation. It includes three transmitters at Oslo, Bergen and Kongsberg and two converters. The transmitters will increase power and the converters will be replaced by transmitters. By 1970, plans call for several more transmitters and 80% coverage.

Portugal ▪ The tv network now covers 85% of the country.

Sweden ▪ The country now has one million sets and its network has 35 transmitters, with plans for 50 by 1962.

United Kingdom ▪ The British Tv Advisory Committee has recommended a change from the present 405-line tv system to the 625-line West European system. It would be introduced initially with 8 mc channel spacing in the uhf band. A government decision is not likely until 1962. One estimate is that the cost would be $2-$3 billion. The advisory committee said it is undesirable to introduce color tv in the near future. Independent Tv Authority has ordered a slight reduction in commercials during peak viewing times for the rest of the year. BBC launched its new $45 million plant in London June 29. Six other such tv centers are planned.

Argentina ▪ The first privately-owned tv station opened in Buenos Aires on ch. 9 June 9 after an eight-year government monopoly and a survey showed it is so markedly preferred by viewers that there's a rumor the government's ch. 7 station may be offered for sale to private interests. A third Buenos Aires station on ch. 13 is expected shortly and after that a fourth on ch. 11. It's also been announced that 26 more privately-owned stations will be allocated.

Brazil ▪ There are now 19 transmitting stations, including relays, and nearly one million sets.

Colombia ▪ A relay system to extend tv to the south reportedly will be completed by the end of the year. The min-

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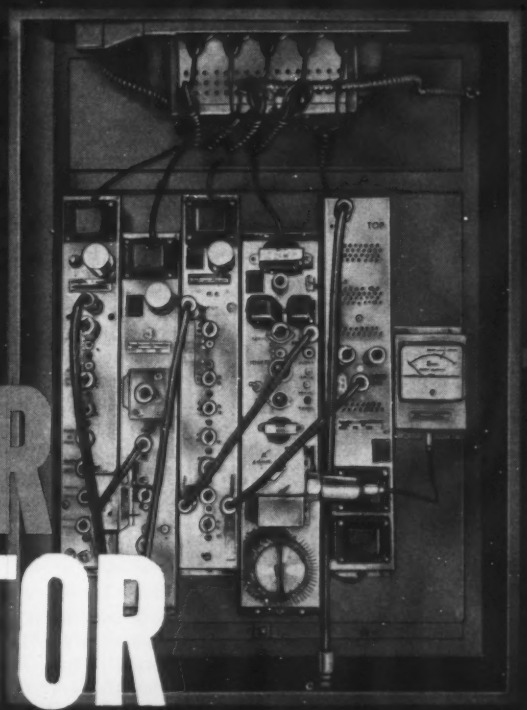

MODEL T-1 (FCC TYPE APPROVED)

FEATURES STABLE OPERATION... MINIMIZES 'FALSE' SHUT-OFFS

The new Benco T-1 is the reliable way to increase coverage of existing TV signals. Engineered and manufactured by Benco (Canada) this new translator is now available through the Blonder-Tongue organization in the United States. The T-1 offers a host of advantages over other translators that can be summed up as long life and trouble-free operation, stable operation, foolproof automatic shut-off, and ease of maintenance. It is FCC type approved.

MINIMIZES "FALSE SHUT-OFFS" CAUSED BY SIGNAL FADING — will not shut off unless the input signal from the remote master station falls below 10 microvolts for longer than 4 seconds.

FOOLPROOF AUTOMATIC SHUT-OFF — when the remote master station goes off the air, the automatic shut-off turns off the transmitter even when operating at the end of a long coaxial cable where line amplifiers have been used to re-amplify signals from the receiving antenna. The transmitter will not switch off when remote master stations go off the air due to line amplifiers opening up to full gain and supplying noise voltage to the transmitter, thus defeating the automatic shut-off.

PROVIDES STABLE OPERATION EVEN AT THE END OF POOR QUALITY POWER LINES — voltage regulating power transformer supplies the various units in T-1 with stable voltage. Eliminates stress on components caused by unstable supply voltages.

LONG LIFE AND TROUBLE-FREE OPERATION — full sized, underrated transmitting tube in output stage. Less stress on components due to stable operation.

EASY PERFORMANCE CHECKS — a built-in direct-reading power indicator checks power output; built-in test jacks for monitoring plate voltage and current of output tube.

RAPID SET UP OF CODING WHEEL OF IDENTIFICATION UNIT—The appropriate call letters for your area can be set up rapidly without need to cut copper contacts.

TECHNICAL SPECIFICATIONS

Translates input VHF channels to output VHF channels (2-13).

Primary power source	117 V ±20% 60 c/s
Power Consumption	150W
Temperature Ambient	−30°C to +50°C
Input	75 Ohms
Output	75 Ohms
Recommended Input	50-2000 microvolts
Max. Permissible Power	1 Watt
Overall Noise Figure:	
Low Band	4 db ±1 db
High Band	6 db ±1 db
Frequency Stability	.02%
Gain:	
50 microvolts input to one (1) watt output	105 db
2000 microvolts input to one (1) watt output	73 db
Maximum gain	135 db
Band Width between Carriers	4.5 Mc (±.5 db)
Dimensions of Housing	35" x 28" x 10½"
Weight	130 lbs.

for further details contact—

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BLONDER TONGUE

9 Alling St., Newark, N. J.

Canadian Division: Benco Television Assoc., Ltd., Toronto, Ontario. **Export:** Morhan Export Corp., New York 13, N. Y.

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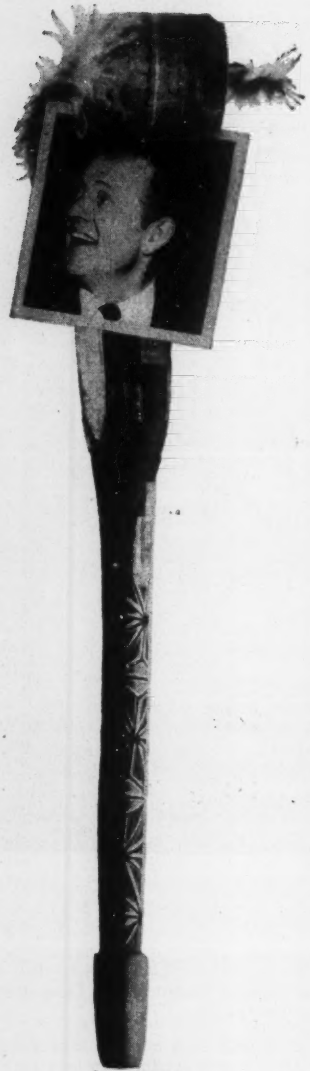

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To millions of listeners, the liveliest Art is Linkletter. His zany stunts, surprises and conversations with kids (who say the darndest things) make Houseparty a bright spot in the day for housewives. And as for sales, nobody livens them up like Art Linkletter. In all radio, Art Linkletter is the kind of company you keep

ONLY
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istry of education plans to import 20,000 tv sets for schools and colleges and to organize educational tv.

Costa Rica ▪ Since the country's first, privately-owned tv station went on the air May 6, three other private stations have been granted, it's reported.

Cuba ▪ The Telemundo network, formerly owned by Barletta, has been renamed "Television Revolucion." Ch. 12, which was confiscated from Pumarejo, was renamed the "Revolutionary Channel." The Castro regime finally took over the $12 million CMQ tv network Sept. 12, charging that the Mestre brothers, former owners, abandoned the plant after the government froze their bank accounts in May.

Ecuador ▪ Jose Rosenbaum has been granted ch. 4 in Guayaquil for operation starting Dec 1 and has an option for chs. 11, 12 or 13 at Quito.

Mexico ▪ Tijuana's second tv station, XEWT-TV, went on the air on ch. 12 July 18 with an all-Spanish-language operation. It has 5 kw and will operate from 4 p.m. to midnight daily. Television Tapatia, owned by Alberto Villar, went on the air on ch. 6 Aug. 27 in Guadalajara. The Azcarraga family reportedly has bought XHGO-TV in Ciudad Madero and plans tests to see if it can be linked with ch. 7 in Mexico City. A study indicates three or four transmitters are sufficient for a Mexico-U.S. tv link-up, envisioned next year.

Netherlands Antilles (Curacao) ▪ PJC-TV began operating on ch. 8 at Willemstad July 31, owned by Netherlands Antilles Tv Concern Ltd. and managed by Bartell Broadcasting Corp., Milwaukee. The company will open PJA-TV at Aruba within 18 months.

Panama ▪ The Supreme Court on Aug. 29 again affirmed government cancellation of Radiodifusion Panamericana's license to operate ch. 2.

Venezuela ▪ More than 120,000 Caracas homes (67%) and 21,050 Maracaibo homes have tv, surveys indicate. AB-PT has acquired a minority interest in a new tv network, Corporacion Venezolana de Tv, S.A., which will include stations in Caracas (ch. 4), Valencia and La Guaira (ch. 9) and Barquisimoto (ch. 11).

Algeria ▪ RTF expects to start regular transmissions this year and by the fall of 1961 to cover Bone, Batna, Philippeville, Setif and Bougie.

Central African Federation (Rhodesia and Nyasaland) ▪ The new tv station in Salisbury was to have begun regular programs Nov. 15.

Ghana ▪ A Canadian team of tv experts has presented a plan for tv within two years.

Greece ▪ Italian engineers are drafting plans for a tv-radio project in Greece with Italy supplying equipment and supplies and charging them against $15 million World War II reparations due Greece. The Grecian tv network would cost $13.5 million.

Iraq ▪ Unconfirmed reports indicate work has begun on tv stations at Basra and Mosul, to relay programs from the Baghdad station and for local shows.

Kenya ▪ The Kenya Tv Commission recommends introduction of tv, but not for 18 months. Revenue would come from license fees and commercials (no sponsored programs) and the first station would be at Nairobi. Next station would be opened in Mombasa and the third in Nyanza or Central Province.

Lebanon ▪ La Compagnie de Television du Liban et du Moyen-Orient has been granted licenses for four tv stations and expects to begin transmissions early in 1961. AB-PT has bought a minority interest.

Morocco ▪ The government reportedly has purchased the defunct TELMA tv station, which operated from 1945-56, and plans to reorganize it.

Nigeria ▪ The Eastern Region has signed a contract with a British company for commercial tv and radio and plans to start this year with a tv transmitter in Enugu. Tv was established in the Western Region last year.

Union of South Africa ▪ The press reports popular demand for tv increasing despite the government's opposition against it.

United Arab Republic ▪ Tv was inaugurated in Cairo in July, 40,000 tv sets have been purchased and distributed and the government plans for purchase of 20,000 more from overseas.

Australia ▪ With opening of ABT on ch. 2 in Hobart, Tasmania, national tv stations now are operating in all Australia's state capitals, and tv sets in that country now exceed one million.

Japan ▪ With 11 government stations and four commercial stations started since June, Japan now has 107 stations, including satellites, and nearly six million sets. Additional frequency allocations are planned to increase tv coverage from 73% to 82% by March 1961. Regular color tv programs were started by the government network (Tokyo and Osaka) and four commercial companies on Sept. 10.

Malaya ▪ Government tv is planned by June 1961, with Kuala Lumpur expected to be served the first six months and the rest of the country within 12 months. Two outside companies (Japanese and British) had offered to set up and run a tv network 10 years in return for commercial revenues, but Malaya refused on grounds 10-year-old equipment would be worn and obsolete.

Okinawa ▪ The second commercial tv station went on the air on ch. 12 in Naha.

Singapore ▪ A three-man Japanese team is consulting with the government on establishing a tv station.

Taiwan ▪ An audience of 120,000

watched demonstration telecasts staged with the aid of Japanese technicians earlier this year.

Thailand ▪ Stations are planned in Lampang province in the North Khon Kaen province in the Northeast and at Haadyai in Songkhla province in the South for coverage of all 35 provinces.

Albania ▪ Experiments have been carried out with equipment presented by Russia and East Germany at the Tirana tv center.

Bulgaria ▪ A tv relay station is being built to connect the Sofia and Bucharest (Rumania) tv centers and it's planned to broadcast tv programs abroad by 1962.

Czechoslovakia ▪ Two more tv centers went on the air, in North Bohemia on Bukova Mountain, and in West Bohemia near Karlovy Vary. Construction has begun in Slovakia on two relay stations to receive programs from Kiev and Moscow. Completion of tv centers in Central Bohemia and East Slovakia next year will mark the first stage of a nationwide tv network. The next stage will cover expansion of programs, additional channels and color tv.

East Germany ▪ The second major tv transmitters, at Dequede and in the uhf band, went into service, and goals call for increases of tv programs by 1965, a second tv program, new radio relay towers and other equipment to close gaps in reception, 20 tv frequency tv transposers in Bizirke Gera and Suhl, advanced schools for tv, completion of the tv transmission network this year and color tv tests in 1965. Also scheduled this year is laying of a direct tv cable from East Berlin to Warsaw. A tv relay line between East Berlin and Kaliningrad will be completed this year, it's reported, and live programs will be exchanged with Poland, Czechoslovakia, Hungary and Baltic regions of Russia and Leningrad.

Hungary ▪ The press reports completion of two new tv relay stations on Kekes Mountain and in Tokaj.

Poland ▪ Four tv relay stations have gone on the air since June and sets in use by year's end are expected to total 450,000. New tv stations are to be built in Ydgoszcz and Lublin next year and six more tv stations in 1962-63.

Rumania ▪ All of Rumania is expected to have tv by 1965, with construction of 12 more tv transmitters. The Electronica works in Bucharest will produce 130,000 tv sets in 1965.

U.S.S.R. ▪ Ten new transmitting stations, six centers and four relays have been added to the Soviet tv network since June, bringing the total to 84 tv centers and 75 relay stations. Planned by 1965 are 165 tv centers and 300 tv relay stations. There are reported disputes between artists and television, with artists demanding special fees when their pictures are shown on Russian tv.

Communist China ▪ A tv station has been completed in Shenyang (Mukden). Tv universities similar to earlier ones in Peking and Shanghai have been established in Shenyang and Harbin, with courses in mathematics and physics. Japanese tv officials who visited Peking reported the 10-story radio and tv building there is larger than the entire Japanese government network buildings in Tokyo combined.

U.S., British interests buying part of CHAN-TV

United States and British interests are buying just under 25% of CHAN-TV, new ch. 8 station at Vancouver, B. C. Art Jones, president of CHAN-TV which went on the air on Oct. 31, has announced that Famous Players Canadian Corp. Ltd., Toronto, Ont., and Associated Television Ltd., London, England, have made purchases of shares of the company, subject to approval by the Canadian Board of Broadcast Governors.

Famous Players Canadian Corp., is a subsidiary of Paramount Pictures Inc., which owns 51% of the Canadian concern. Famous Players Canadian Corp. owns half of CKCO-TV Kitchener, Ont., and CKMI-TV and CFCM-TV Quebec City, Que., and operates Trans-Canada Telemeter, pay-tv system at Toronto. Associated Television Ltd., has interest in CJSS-AM-TV Cornwall, Ont.; CHOV-TV Pembroke, Ont.; CJCH-TV Halifax, N. S.; and CJOH-TV Ottawa, Ont.

Europeans open session

The general Assembly of European Broadcasting Assn. held its inaugural ceremony Nov. 25 in Madrid with delegates attending from 23 nations and The Vatican, plus observers from United States and a half-dozen other countries.

Ian Jacob of Britain, president of EBA, responded to the opening welcoming speeching by the Spanish director general of radio broadcasting and tv and work sessions began.

CFTM-TV orders equipment

CFTM-TV Montreal, Que., new French-language ch. 10 station, has placed an order for $500,000 with Canadian General Electric Ltd., Toronto, Ont., for 12 E.M.I. type 203 image orthicon camera channels, new continuous motion tv film projector, transistorized video switcher, special effects generator, video tape recorders and other equipment.

The continuous motion tv film projection system is the first of its type being delivered in Canada. The transistorized video switcher will be the largest of its type in use in Canada.

CFTM-TV is also buying two Ampex video tape recorders.

GUNSMOKE

Gunsmoke shattered the mold of the old-fashioned Westerns forever. Since it originated eight years ago on CBS Radio, it has been the prototype of the adult Western and a smash hit with listeners and sponsors. Gunsmoke offers advertisers a sales setting that triggers audience action. In all radio, Gunsmoke is the kind of company you keep...

ONLY ON CBS RADIO

WARNING! RADIO ACTIVE MINUTES

KBIG minutes "click" for advertisers. New persuasive personalities like Joe Niagara, Jim O'Leary, and Bob Gage pack **more sales power** into every commercial.

Quote: Alpine Cooler campaign on KBIG an unqualified success . . . 20% sales increase . . . no other advertising used.

Quote: Response to Arrowhead-Puritas Water campaign on KBIG immediate and unmistakable . . . proves So. Calif. listens alertly to KBIG.

Use **KBIG**, Radio Catalina . . . the economical sales force for **all** Southern California . . . 740 kc/10,000 watts.

KBIG

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HOllywood 3-3205
National Representative: Weed Radio Corp.

FATES & FORTUNES

BROADCAST ADVERTISING

David H. Echols, vp and manager of Fuller & Smith & Ross, Chicago, appointed to board of directors. **George P. Turner Jr.,** formerly of Lambert & Feasley, N. Y., joins Fuller & Smith & Ross, that city, as tv commercial producer on Alcoa.

William Chalmers, formerly of Fletcher Richards, Calkins & Holden, N. Y., joins Compton Adv., Los Angeles, as vp and account supervisor.

Thomas Lowey, formerly director of advertising and sales promotion at Hoffman Electronics Corp., joins agency as account executive. **Burnell Grossman** joins Compton as tv-radio supervisor. He was production manager with Filmrite Assoc., Hollywood.

H. R. Haldeman, with J. Walter Thompson for more than 11 years in Los Angeles, San Francisco and New York, who has been on leave since Jan. 1, working on campaign planning staff of Vice President Richard Nixon, appointed manager of agency's Los Angeles office, succeeding **Tom R. Cooper.**

Thomas Whitehead, copy chief at Gordon Best, Chicago, appointed creative vp.

Mr. Wason

Paul Wason and **Wayne Stuart-Bullock,** creative supervisors at Benton & Bowles, N. Y., elected vps of agency. Mr. Wason joined B & B in 1950 in mailroom. After holding posts in production and traffic departments, he became copywriter in 1953. He was named copy group head in 1958, creative supervisor this year. Mr. Stuart-Bullock came to agency in January as creative supervisor. He had been group head at McCann-Erickson, N. Y., and copy chief at Doherty, Clifford, Steers & Shenfield, that city, and William H. Weintraub Agency, also N. Y.

James Andrews, manager of marketing services for Honig-Cooper & Harrington, Los Angeles, and **Charles Brown,** creative supervisor for all H-C&H packaged goods accounts headquarters in Los Angeles, both named vps.

Richard Williams, former timebuyer at William Esty Co., N. Y., joins Everett-McKinney, that city, as account executive.

Frederick W. Reynolds Jr., formerly copy supervisor at Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., joins Geyer, Morey, Madden & Ballard, that city, copy department. **Richard J. Ross,** who was with Maxon Inc., N. Y., for one year, returns to GMM&B as art director.

Richard V. Morse, formerly of Doherty, Clifford, Steers & Shenfield, N. Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, as account executive on Rinso.

Thomas W. Jipson of D. P. Brother & Co., Detroit, appointed account executive on AC Spark Plug Div. account, and **David M. Watson** named his assistant. **Charles M. Sochowicz,** formerly with Maxon, Inc., Detroit, and **Gerard P. Murphy,** formerly project director with research firm of Oxtoby-Smith, New York, join agency's communications research section; **Hubert A. Heinrichs** named to research staff as analyst.

George T. Byers named account executive on Mum at Doherty, Clifford, Steers & Shenfield, N. Y. **Richard L. Munson,** formerly of J. Walter Thompson, that city, named assistant account executive.

Don Roth, formerly of Mogul, Williams & Saylor, N. Y., joins Ben B. Bliss Co., N. Y., as production manager. **Edward Freeman** joins agency as director of marketing. He had been sales promotion manager of Food Farm Supermarkets, N. Y.

Dr. Jaye S. Niefeld, formerly media and research director at Keyes, Madden & Jones, Chicago, appointed marketing director at Clinton E. Frank Inc., that city, in realignment of agency's marketing department.

Dr. Niefeld

Sam K. Beetham, formerly senior account executive at Griswold-Eshelman Co., Cleveland advertising agency, to Comstock & Co., Buffalo, N. Y., as creative executive.

Manning Rubin, formerly of Cargill, Wilson & Acree, Richmond, Va., joins Benton & Bowles, N. Y., as tv producer.

Jeanne Rains, former art director with The May Co., Southern California Div., joins Kenyon & Eckhardt, Los Angeles, as art director.

Rolf W. Brandis, formerly director of commercial production at Edward H. Weiss & Co., Chicago, appointed radio-tv director. He fills position vacated by **Marvin Mann** who had resigned few months earlier.

Mrs. Helen Roberts, formerly continuity director of WOC Davenport, Iowa, to Impact Adv., Washington, D. C., as radio-tv director.

J. Duff Reed, formerly account executive with Doremus & Co., N. Y.,

Managerial changes at Taft Broadcasting

Mr. Johnson

Mr. Wiegand

Mr. D'Angelo

Mr. Schlinkert

Taft Broadcasting Co. last week announced a major realignment in top managerial positions in its organization. They are: **Robert T. Schlinkert,** general manager of WBRC-TV Birmingham, Ala., promoted to vp in addition to current responsibilities; **Sam T. Johnson,** general manager of WTVN Columbus, Ohio, to WKRC-TV Cincinnati in similar capacity; **Robert C. Wiegand,** formerly general manager of WKYT (TV) Lexington, Ky., to WTVN (TV) Columbus in similar capacity; **Gene D'Angelo,** sales manager of WTVN Radio, becomes station manager, succeeding **Richard Ostrander** who resigned.

to Larrabee Assoc., Washington, D. C., as assistant pr director.

Phyllis Lee and **Howard Rice** join Werman & Schorr, Philadelphia, as assistant contract representative and copywriter, respectively.

Dolores E. Watson joins pr department of Charles W. Hoyt Co., N. Y.

Fred L. Rutherford, assistant advertising manager at The Drackett Co., Cincinnati, named advertising manager.

THE MEDIA

J. W. McGough, general manager of WKRC-TV Cincinnati, resigns. He has not announced future plans. Prior to joining WKRC-TV in 1959, he was sales manager of WTVN (TV) Columbus, Ohio. Both are Taft stations.

Clifford Evans, formerly of NBC, joins Sports Network Inc., N. Y., as vp.

Ernest G. Schoenback, formerly account executive at WJZ-TV Baltimore, to WPGC Morningside, Md., as sales manager. **Dean Griffith,** air personality at WPGC, becomes program director in addition to current duties.

Mr. Mann

Jack H. Mann, national director of sales development and program coordination of ABC Radio, given additional duties of national director of research, advertising and promotion. Mr. Mann, who joined network in June 1958, was previously radio and tv program packager. Prior to that, he was account executive with WRCA-TV New York, as well as with NBC and CBS Radio networks.

Kelley Daniels and **Martin Browne** appointed assistant station manager and local sales manager, respectively, of KATZ St. Louis. **Gloria Pritchard** joins station as announcer.

Phil Richardson, sales manager of KRUX Tucson, Ariz., becomes station manager. **Frank Kralil** appointed program manager.

Santo J. Crupi appointed sales manager of WTAO Boston. He formerly was with Hermon W. Stevens Adv., that city, and Weed Radio Corp.

Bill Swanson, vp of Tulsa Broadcasting Co. which operates KTUL-TV Tulsa, Okla., appointed to Governor's Economic Development Commission.

Robert W. Sarnoff, NBC board chairman, named to board of trustees of Automotive Safety Foundation.

Jim Hawthorne, disc jockey at KFWB Los Angeles, promoted to program director and vp in charge of tv of Crowell-Collier Broadcasting Corp. (KFWB, KEWB San Francisco, KDWB Minneapolis-St. Paul and awaiting FCC approval of purchase of WGMS-AM-FM Washington, D. C., and WMGM New York).

Mr. Walton

Paul Walton, engineer at WNDU-TV South Bend, Ind., appointed operations manager. Mr. Walton, who joined station in 1956, began his broadcast career with WSAN Allentown, Pa., as engineer. He joined WJIM-TV Lansing, Mich., in 1950, moving to Fort Wayne, Ind., in 1954 as studio supervisor for WANE-TV.

Joe Drilling, executive vp and general manager of KJEO (TV) Fresno,

The New Joe O'Brien Show
6-10 am
every morning
Monday through Saturday
wmca 570 kc
the straus broadcasting group

Hold your viewers attention with: "CHATTER'S WORLD."

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WCOL The Big 1st in Columbus

Pulse tells *our* story! (Aug. '60) From 8 a.m. to 6 p.m., Mon.-Fri., WCOL is rated first in total audience *in every quarter-hour!* Audience Composition shows that in this same period — 8 a.m. to 6 p.m., Mon.-Fri., WCOL reaches more adult women listeners than the next two highest rated stations, *combined!* Need we say more?

THE NEW WCOL
24 hours a day broadcasting
1230 am 92.3 fm
p.s. The HOOPER Three Month Average Report (July-Sept., '60) tells another fantastic WCOL success story.
The Capital Station
Columbus 15, Ohio
Represented by: robert e. eastman & co., inc.

elected president of California Broadcasters Assn. **Ernest L. Spencer,** president, KWIZ Santa Ana, re-elected vp for radio and **Alan Lisser,** vp, KBIG Avalon (Catalina), re-elected secretary-treasurer. **Louis S. Simon,** general manager, KPIX (TV) San Francisco, named vp for tv.

Sam B. Schneider, account executive in WLW Cincinnati radio division in Chicago, promoted to sales manager for central division.

Mr. Devine

John Devine, commercial and station manager of KVOO-TV Tulsa, Okla., appointed acting general manager, succeeding **C. B. (Brownie) Akers** who resigned. Mr. Devine joined station in 1955 as promotion manager.

Jeff York, sales manager of XEAK Tijuana, Mex.-San Diego, Calif., appointed regional sales manager.

Bern Solyn appointed program director of KFMB-FM San Diego, Calif. He formerly was with KTMS Santa Barbara, Calif.

David L. Miller Jr. appointed midwestern sales representative for WNEW New York. He formerly was sales manager of WHK Cleveland. Mr. Miller will headquarter in Chicago.

Ed Montray, account executive with KQEO Albuquerque, N. M., named sales manager. **Al Zimmerman,** formerly midwestern sales representative for Radio Press International, joins station's sales staff.

Wallace Hutchinson, formerly of Independent Television Corp., Los Angeles, joins Blair Television, San Francisco, as account executive.

Thomas K. Hardy of N. Y. radio sales department of Avery-Knodel, moves to tv sales department. **John J. Magan** succeeds Mr. Hardy in radio sales. **Allen B. Long,** formerly with tv sales development department, joins tv sales staff.

Joel Chaseman, program manager of Westinghouse Broadcasting Co.'s WJZ-TV Baltimore, promoted to WBC's program staff as radio program manager, with headquarters in New York. Succeeding him at WJZ-TV will be **William T. Wagner,** currently program director of KTRK-TV Houston. Both appointments are effective Dec. 15.

Reed Farrell, previously with WIL St. Louis and most recently head of own advertising agency in Flint, Mich., joins WAMM, that city, as program director.

Ralph Petti of KROY Sacramento, Calif., joins T.R. Productions, San Francisco-based radio programming and consulting firm, as assistant to Ted Randall, president. Mr. Petti will continue at KROY while assuming duties with T.R. Productions.

Glen Akins, supervisor of engineering maintenance at ABC-TV, Hollywood, promoted to assistant manager of tv engineering operations. **Don McCroskey,** transmission engineer, takes over maintenance position and is succeeded by **Frank Champion. George Otte,** in charge of audio maintenance, promoted to supervisor of video recording. **Robert Buck** moves into audio maintenance spot.

Charles M. Kinsolving Jr., formerly manager of plans development at NBC, joins Bureau of Advertising of the American Newspaper Publishers Assn., as marketing consultant.

Joseph Bernotus, previously on advertising and publicity staff of Balaban & Katz Corp., to advertising and promotion department of WNBQ (TV) and WMAQ Chicago as senior promotion writer.

Ann Campigotto, formerly with WHIO Dayton, Ohio, joins WING, that city, as continuity director. **Everett L. Slosman,** formerly with WBUD Trenton, N. J., named promotion director of WING.

Mr. LeMieux

Charles P. LeMieux Jr., formerly general sales manager of WINS New York, joins The Golden Circle Group, newly-formed station ownership group which includes WEOK Poughkeepsie, N.Y.; WACE Springfield, Mass., and two properties pending FCC approval (WKST-TV Youngstown, Ohio, and WKST New Castle, Pa.).

Bill Bramhall, program director of WMIL-AM-FM Milwaukee, receives 1960 "Millie" Award, presented annually by Milwaukee Music Industry Assn. to radio or tv personality who contributed most in area of public service.

John C. Rome rejoins Mutual as account executive, after serving NTA Television Network for two years as sales executive.

Frank Elliott, formerly account executive at CBS-TV Spot Sales, N. Y., to Television Advertising Representatives, that city, in similar capacity.

Bill Potts, manager of WDKN Dickson, elected president of Tennessee Associated Press Broadcasters Assn., succeeding **Bill Williams,** news director of WSM-AM-TV Nashville.

Richard L. Wright, formerly news editor at WCIA (TV) Champaign, Ill., appointed head of radio-tv activities in pr department of Illinois Agricultural Assn. He succeeds **John Allen,** who resigned to enter real estate. **Don McMullin** promoted from staff to news editor at WCIA (TV).

John Dreiske, *Chicago Sun-Times* political columnist, signed by Westinghouse's WIND, that city, to serve as moderator of *WIND Forum,* Sunday evening public affairs series.

Mr. Corcoran

Charles E. Corcoran, formerly manager of video tape, film and kinescope operations at NBC-TV, appointed director of NBC-TV network operations. Mr. Corcoran, who held his previous position for 1½ years, joined network in February 1951 as tv engineer. In May 1951 he was promoted to studio engineer. He was named technical director in September 1955; technical supervisor in 1956, and facilities manager for RCA Building in charge of live studio operations in 1957.

Denver I. Dever, formerly station manager of WARU Peru, Ind., appointed sales manager of WTAP Parkersburg, W. Va. **Ronald W. Maines,** in program department of WTAP-TV, named account executive. **Tom Lawrence,** chief announcer of WTAP-TV, promoted to program director.

Lionel Wittenberg, chief engineer of WISN-TV Milwaukee, adds duties of chief engineer of WISN-AM-FM to his current responsibilities. He succeeds Don Weller who has retired.

Don Meineke joins sales staff of WLWD Dayton.

Richie Ashburn, professional baseball player with Chicago Cubs and former National League batting champion, joins KOLN-TV Lincoln, Neb., as member of sports staff. He will host two daily sports programs.

Jamie Rowley, formerly salesman with WEZN Elizabethtown, to WCNC Canonsburg, both Pennsylvania, as sales manager.

Vern Sevy joins WCKY Cincinnati as host of own program.

Bill Davis, Bill Cleveland and **Bill Bird** named announcer-salesmen for *The House Detective,* tv real estate program, at WAVY-TV Norfolk, Va., WUSN-TV Charleston, S. C., and WRVA-TV Richmond, Va., respectively.

Oliver M. Parcher, formerly radio

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Sign gift card _____

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name _____ title/position _____
company name
street & number
city _____ zone _____ state _____
occupation required
Sign gift card _____

4 **$25.00**

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company name
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city _____ zone _____ state _____
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production manager and assistant tv production manager, named assistant program director at WSBT-AM-TV South Bend, Ind. Other changes: **Justin R. Meacham,** formerly tv production manager, appointed head of newly combined radio and tv production department; **Thomas Brubaker,** tv director, named assistant radio and tv production director and public service director; **Robert M. Hoyt,** radio and tv news director, assigned additional duty of public affairs director.

Sherwood R. Gordon, owner of KQBY San Francisco and KBUZ Phoenix, Ariz., appointed to Mutual Affiliates Advisory Committee, filling spot vacated by **Cal Perley** who has joined Nafi Corp. and no longer is in district (Pacific) he was representing.

Prof. Donald E. Brown, executive secretary of Illinois News Broadcasters Assn., elected vp and vice chairman of National Council on Radio and Television Journalism.

Howard T. Nielsen, former program director of WCFR Springfield, Vt., named to news staff of WCSH Portland, Me.

Nicholas C. Giles, former director of business affairs and engineering at NBC, appointed director of business affairs for NBC-TV.

Sally Van Dusen appointed sales coordinator at KMTV (TV) Omaha, Neb.

Gordon L. McGloshen joins sales staff of KTVI (TV) St. Louis.

Tommy Devine, sports editor of *Miami* (Fla.) *News,* named sports authority and sportscaster for WLBW-TV, that city, scheduled to go on air this month.

Jim Wahl joins KCBS San Francisco as host of new music-interview program.

James Leiker, assistant director of advertising and promotion for KTLA (TV) Los Angeles, resigns to join U. of Southern California's planning department.

Edward Doucette III joins WKRC Cincinnati as air personality.

PROGRAMMING

Howard Alston named production manager of CBS Films, Hollywood.

Phil Isaacs, formerly with Fruchtman Theatres, Baltimore, appointed director of franchise operations in U. S. and Canada for International Telemeter Co., division of Paramount Pictures Corp.

John Murphy, formerly vp of tv and radio production at Kenyon & Eckhardt, N. Y., joins Filmaster Inc., that city, as executive producer of commercial and industrial divisions.

Simon H. Rifkind, of firm of Paul, Weiss, Rifkind, Wharton & Garrison, N. Y., retained as special counsel for American Society of Composers, Authors & Publishers (ASCAP).

Clive Davis, formerly of Rosenman, Goldmark, Colin & Kaye, N. Y., joins Columbia Records, that city, as attorney. Mr. Davis will give legal counsel on artists' contracts, copyrights, and publishing. He succeeds **Jerome Talbert,** who recently joined William Morris Agency.

Paul A. Minor, formerly tv producer at Grey Adv., N. Y., joins Transfilm-Caravel, that city, as account executive in tv commercial division.

John H. Foley, formerly sales manager of WEWS (TV) Cleveland, joins MCA-TV, that city, to concentrate on local, regional and station sales of MCA's tv film syndication properties.

Emanuel Gerard, formerly art director at Elliot-Unger-Elliot, N. Y., joins Robert Lawrence Productions, that city, in same capacity.

Kenneth C. Marthey joins On Film Inc., Princeton, N. J., and New York, as producer-director. He has been tv producer and group head at both McCann-Erickson and Benton & Bowles.

Pete Burness, producer-director of animated cartoons, joins Playhouse Pictures, Hollywood, as director.

Arthur Freed, veteran motion-picture producer and song writer, named to produce 33rd annual Academy Awards presentation, April 17 on ABC.

EQUIPMENT & ENGINEERING

John M. O'Malley appointed superintendent of manufacturing for Clarostat Manufacturing Co., Dover, N. H., producer of radio-tv equipment.

Sidney White Jr., manager of super power tube manufacturing at RCA Industrial Tube Products Div., Lancaster, Pa., named manager of operations services. **Barry B. Brown** succeeds Mr. White. **B. S. Durant,** manager of sales planning and development at RCA Sales Corp., N. Y., named manager, product planning and development.

NATRFD elects George Roesner president

Mr. Roesner

George Roesner, KPRC - AM - TV Houston, elected president of National Assn. of Tv & Radio Farm Directors at its 17th annual fall meeting in Chicago Nov. 27. He succeeds **Wally Erickson,** KFRE Fresno, Calif. Other officers: **Cary Meyerdirk,** KVOO-AM-TV Tulsa, from secretary-treasurer to vp; **Robert (Doc) Webster,** WJTN Jamestown, N. Y., secretary-treasurer, and **Harvey Dinkins,** WSJS Winston-Salem, N. C., historian, succeeding **Herb Plambeck,** WHO - AM - TV Des Moines, Iowa.

Additionally, **Dick Cech,** account executive at Marsteller, Rickard, Gebhardt & Reed, Chicago, was elected chairman of NATRFD's associate membership group, succeeding **Robert Walton,** John Blair & Co. Vice chairmen are **Ben Ludy,** president and general manager of KWFT Wichita Falls, Tex., who was re-elected and **Richard Kathe,** pr director of American Feed Mfrs. Assn.

National vps by regions: **Hugh Ferguson,** WCAU Philadelphia (re-elected), northeast; **Homer Quann,** WSVA Harrisonburg, Va., southeast; **Barney Arnold,** WHAS Louisville, east-north central; **Keith Kirkpatrick,** WHO Des Moines, west-north central; **Wilbur Levering,** WIBW Topeka, west-south central; **John McDonald,** WSM Nashville (re-elected), mid-south; **Ivan Jones,** KGW-AM-TV Portland, Ore. (unexpired), Pacific Northwest; **Jim Todd,** KFI Los Angeles (unexpired), Pacific Southwest, and **R. N. Garriok,** CBC Toronto, Ont., for Canada.

This one's for real

There's no artificial flavoring in the Italian voice of "Pizza Pete" on Capitol Food Corp.'s spot radio announcements. They come straight from the baker's mouth—**Pietro Vitale,** the original singing pizza baker who also is the company's president. Using Mr. Vitale, whose speaking and singing voice, listeners report, evokes visions of Naples, was not premeditated, according to Guerin, Johnson, Gage Inc., Capitol's agency. But of all the people who tried out for the part (and there were many, including Hollywood actors), Pietro was the best, says the agency.

Leslie J. Woods, vp for research and engineering and director of Philco Corp., to retire Dec. 31, after 35 years service with company.

Emidio A. DeLollis appointed engineering manager of receiving tube operations at Raytheon Co., Waltham, Mass. He had been assistant head of receiving tube design department.

George E. Tirone Jr. appointed marketing manager for four industrial electronic product lines of Allen B. DuMont Labs, Syosset, N. Y. He has been head of technical product sales for International Div.

John W. Servies, vp of National Theatre Supply Co., division of General Precision Equipment Corp., New York, elected president of Society of Motion Picture & Television Engineers. Other new officers: **Reid H. Ray,** president of Reid H. Ray Film Industries, St. Paul, Minn., executive vp; **Lloyd Thompson,** vp, The Calvin Co., Kansas City, editorial vp; **Harry Teitlebaum,** partner in Hollywood Film Co., Hollywood, Calif., convention vp.

Albert C. Gubitz Jr., advertising copywriter at General Electric Co., named to staff of advertising and sales promotion department of firm's receiving tube department, Owensboro, Ky. **Stanley E. Webber** appointed engineering manager in General Electric's newly organized Traveling-Wave Tube Product Section, Palo Alto, Calif. Other appointments: **Bernard L. Pfefer,** marketing; **Christopher Karabats,** manufacturing; **Howard N. Coulter,** employe and community relations; **Robert H. Bergman,** finance. Also, **U. H. Faubion** named patent and general legal counsel.

Pierre A. Portmann, formerly with Westinghouse Electric Co., electronics division, joins Page Communications Engineers Inc., Washington, D. C., as senior staff engineer in research and development directorate.

Donald Creswell, Ampex Professional Products Co. sales representative, transferred to firm's midwest district, with headquarters in Chicago. **Richard Sirinsky,** formerly field service engineer for Ampex, succeeds Mr. Creswell as representative in Pennsylvania, Delaware, Virginia, West Virginia, North Carolina and Maryland.

Dr. Marshall returns

Dr. Roy C. Marshall, who used to deliver soft-sell scientific commercials on the old *Ford Hour,* is back in business—this time on WAVY-TV Norfolk, Va. He does commercials for Car-Matic, a Norfolk firm which rebuilds automobile motors and transmissions. Following the technique he used for Ford, Dr. Marshall explains the Car-Matic operations through the basic scientific principles on which they are founded.

ALLIED FIELDS

Arnold Klugerman joins research staff of TV Q, national network qualitative scoring service, after several years as assistant research director in Hollywood office of Kenyon & Eckhardt.

INTERNATIONAL

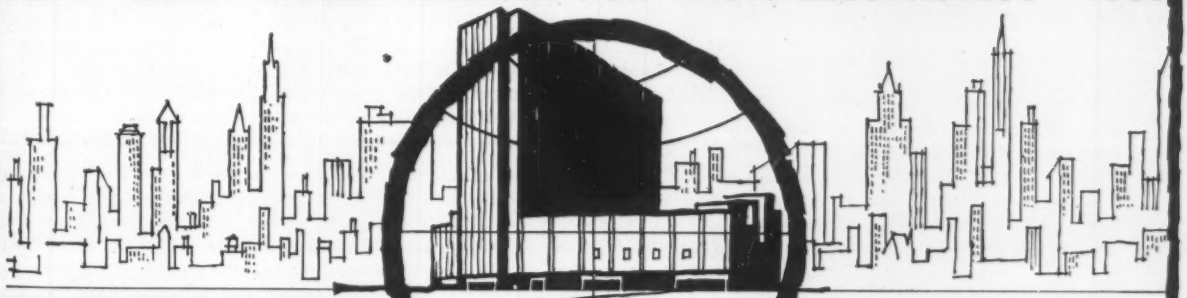
Steve Krantz, general manager of Screen Gems (Canada) Ltd., elected vp.

Herb Manning, former managing editor of *Toronto Star* and one-time assistant editor of *MacLean's,* appointed news director of CKGM Montreal.

DEATHS

Victor Emanuel, 62, board chairman of Avco Manufacturing Corp., parent concern of Crosley Broadcasting Corp., died in his Ithaca, N. Y., home, Nov. 26. Crosley comprises WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga., and WLWI (TV) Indianapolis, Ind.

NEW YORK • WORLD CENTER FOR RADIO-ELECTRONICS • 1961



INTERNATIONAL CONVENTION

Visitors from all over the world will converge on the Coliseum, March 20-23, for IRE's big Show and International Convention. Join the more than 65,000 radio-electronics engineers who will attend! □ On the Coliseum's 4 gigantic floors you'll see the latest production items, systems, instruments and components in radio-electronics; in radar; in complex air traffic control; in space communications—in any and every field of radio-engineering you care to name. □ At the convention, you'll trade ideas with brilliant delegates from the world of radio-electronics, and choose from amongst scores of papers to be read by experts in their field. Like the IRE show, the convention is both a summing-up and a look into the future! *Remember the occasion, the time, the place.*

Registration: IRE members $1.00—non-members $3.00

REMEMBERS THE MAN

The Institute of Radio Engineers
1 East 79th St., New York 21, N. Y.

MARCH 20-23 1961

IRE INTERNATIONAL CONVENTION and IRE SHOW ▶ WALDORF-ASTORIA HOTEL COLISEUM • NEW YORK

No one under 18 years of age will be admitted.

Hunters become hunted in WJXT promotion

Accustomed as they are to more exciting assignments, it must have been a dull four days for the Brothers Brannagan. Their job, as they strolled through the supermarkets in and around Jacksonville, Fla., last month did not require them either to save a pretty girl or to nab a criminal. It was, simply, to be spotted by shoppers.

The hunters-turned-hunted idea was conceived by WJXT (TV) as a means of promoting the premiere of the CBS comedy-detective series, which debuted Nov. 15. The station dressed up two Jacksonville U. students as the tv "Brothers"—one in a dark suit, the other in a checked sport jacket—and turned them loose to roam the aisles of some 40 supermarkets in metropolitan Jacksonville.

Those spotting the "Brothers"—39 shoppers did—won ten silver dollars. The contest was supported by strong on-air promotions and daily newspaper teaser ads, and was climaxed by a cocktail party attended by the real tv "Brothers," Steve Dunn and Mark Roberts; WJXT (TV) personnel; agency representatives, and executives of the alternate sponsors, Blue Plate Foods and Gustafson's Dairy.

How to turn a d. j. feud to good advantage

A Wilmington, Del., Renault dealer settled to his own advantage an on-the-air "feud" between two d.j.'s on WDEL in that city. Bill Kelly and Dick Graham, both six-feet-four and weighing 240 and 205 pounds respectively, agreed to settle a dispute over their driving abilities by cooperating in an economy-run advertising and sales promotion project suggested by Motor Sport Enterprises Inc. The Wilmington Renault dealer, John Greytak, who has been a consistent WDEL advertiser for several years, filled and sealed the gas tanks of two new Renaults and sent the d.j.'s off in opposite directions following a brief send-off ceremony at a Wilmington shopping center. Each man phoned WDEL four times, and their testimonials were put on the air. When the tanks were dry, Mr. Kelly had averaged 48.4 miles per gallon and Mr. Graham averaged 42.7 miles a gallon. Mr. Greytak, who advertised the race and its results in his WDEL announcements, termed it "one of the least expensive yet most effective promotions we have done."

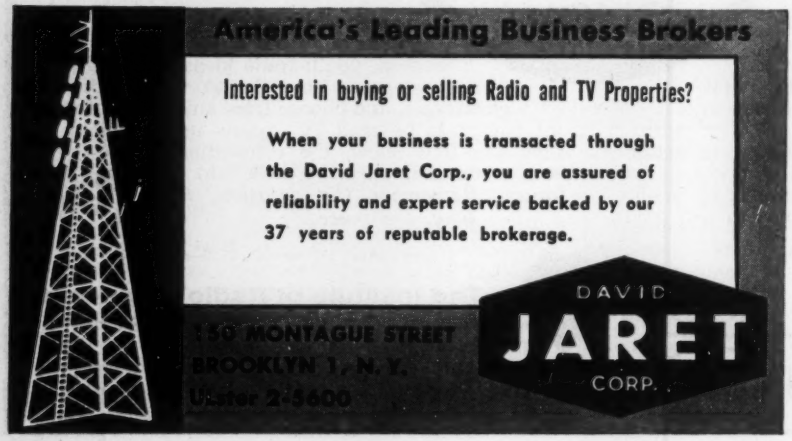
Living trademark for a year

Selected from 3,000 other young contestants, six-and-a-half-year-old Debbie Richardson (c) was named 1961 winner of the WSOC-TV Charlotte, N. C., contest to find a new "Miss Nina" (name derived from the station's channel number, nine). Like her predecessor in the year-long role as Miss Nina, Vicki Hyatt (r), who was picked from 900 entries in the station's first annual contest last year, Debbie Richardson appeared on the WSOC-TV float in Charlotte's Thanksgiving Day Parade and has a standing invitation to appear whenever possible with Brook Lindsay ("Joey the Clown") on his daily *Clown Carnival* children's program. The 30-day contest was promoted on the afternoon *Clown Carnival* show and the morning *Magic Forest,* using the same 60-second sound-on-film announcement on both. Numerous prizes were awarded the winner through contributions from the city's merchants, and the winning entry received a transistor radio.

Smothered in cranberries

Sitting encased in a fortress built of cans of Ocean Spray cranberries, Freeman Hover, a disc jockey at KEYZ Williston, N. D., was boosting his courage with reminders that this was 1960, not 1959, the year of the big cranberry scare. He was participating in a pre-Thanksgiving promotion for a supermarket, and his job was to sit tight until shoppers had bought enough cranberries to permit his escape.

From within his tin bog, he could hear a KEYZ colleague, Bob Miller, hawking the merchandise. Meanwhile, the women shoppers got into the swing of the promotion, buying cranberries and submitting their guesses as to when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Mr. Hover would be freed. The winner received all of her groceries for the day free.

Mr. Hover finally emerged from behind his cranberries after five hours.

KSAN-AM-TV surveys Negro brand preferences

In an exhaustive study of the tastes in entertainment and necessities, brand preferences in many commodities and the reasons for these choices, KSAN-AM-TV San Francisco has put together a second volume intended as a profile of the Negro audience in that city. Respondents were queried at the annual KSAN Food Home and Living Show in the Oakland Auditorium during the period May 12-15, 1960. Replies were taken from 402 female and 102 male Negroes.

Brand preferences among almost all groceries, drugs, household products and beverages were tested. In addition the reasons for the preference were asked (i.e., "Best price," "Always buy," "Like taste"). Tastes in movies, television and music in addition to radio preference are also covered in the survey. Age groups, income brackets and occupations are categorized, although no control was used in the sampling. The survey is available on request to all advertisers and agencies interested in the Negro market.

KMBC-TV honored by BNF for Nestle's promotion

KMBC-TV Kansas City has been cited by the Brand Names Foundation for the "most outstanding promotion" by a tv station in connection with the Nestle's Quik Roy Rogers Name-the-Pony contest.

Honored in the promotion contest were Don Davis, president, and Kent Stuart, promotion manager, of KMBC-TV. The station won a free personal appearance by Mr. Rogers and Mr. Stuart received a cash price.

48030 is no more

For the past five years, WWL New Orleans has received a $10 contribution for its annual Christmas drive for the 1,200 children at Charity Hospital from Prisoner 48030 at Angola Penitentiary in Louisiana. This year, the station wrote the prisoner, wishing him well and soliciting another contribution. A personal postscript from John Vath, WWL's manager added: "Hope you're not there." The letter was returned by the warden with a notation: "He's not here."

Two other stations also were cited —KOLD-TV Tucson, Ariz., with Miss Pat Reed as promotion manager and KXLJ Helena, Mont., with Walter Marshall as promotion chief. As runnersup they will receive Roy Rogers merchandise for distribution at Christmas parties, with promotion managers receiving cash awards.

The contest ran three months at the local station level, involving 108 stations in Nestle's Roy Rogers' lineup. A total of 11,066 prizes were awarded, with first prize including a Palomino pony, plus an expense-paid trip to Hollywood for the winner and family. Participating stations will assist in awarding the merchandise. Over 125,000 entry blanks were passed out by the stations and retail stores.

KMBC-TV's winning presentation included a variety of activity, with emphasis on air promotion and cross plugs, plus chain store tie-ins.

The 'Globe's' Christmas gift

The *Boston Globe* this Christmas will give Boston area listeners the same present it gave them last year—a 17-hour *World of Christmas Music*, presented, sans commercials, over WCRB-AM-FM.

From sign-on Christmas morning until sign-off at 1 a.m. the following morning, the station will broadcast such features as the only complete stereophonic recording of Handel's *Messiah*, by the famed Handel and Hayden Society of Boston.

Besides following a no-commercial policy on the Christmas music program, the *Globe* will limit identification of itself as sponsor to name mentions during legal station breaks. The newspaper and station regard the program as a "perfect wedding" between "an outstanding am-fm good music station and a great newspaper."

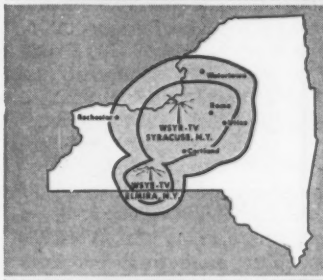
Drumbeats...

Ticket fence ▪ WAVI Dayton, Ohio, acted as go-between with its "ticket-locator" service during the football season. Fans having tickets they were unable to use were urged to call the station offering them for sale at prices no greater than face value. WAVI broadcast the information and directed listeners to persons having tickets for sale. The station reports "several hundred" tickets were exchanged through the plan.

The winner actually lost ▪ To celebrate the opening of Utah ski slopes, KALL Salt Lake City held a "Broken Leg Contest." The first person breaking his leg on the slopes received a wheel chair, crutches, cane, knitting needles, and the latest *Tv Guide*.

More losers ▪ Over 2,000 replies were received when WING Dayton, Ohio,

WSYR-TV
PLUS!
WSYE-TV
DOMINATES
CENTRAL NEW YORK



WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR

WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3 weekly circulation

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Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon at lunch or dinner.

There's life, though brevity, in soap operas on WNEW

A New York independent radio station last week pumped new life into the presumably dead "soapers."

No sooner had last respects been said over the late *Ma Perkins* and *The Second Mrs. Burton. et al* (BROADCASTING, Nov. 28) than WNEW New York announced the start of a daytime feature called *Sixty-Second Soaps*, a series of one-minute "streamlined versions" designed to evoke some of the sympathetic responses formed through 27 years of soap opera listening. Even without a speaking cast, WNEW's serials cover more problems in a week (the length of a complete serial) than network serials explored in months.

Each episode on WNEW is handled through the recounting of events by announcer Frank Gallup, who, by the time he brings listeners up to date in the lives of the heroes and heroines, has only enough time left to preview what's in store for them tomorrow. *Sixty-Second Soaps* were created and written by Bill Persky, assistant program director, and Sam Denoff, continuity director. With tongue-in-cheek, Mark Olds, WNEW program director, said he hopes soap opera fans in New York will be pacified with the station's attempts to fill the void caused by "the tragic loss of one of the oldest established, but not now so permanent, forms of radio entertainment."

Printed below are the full scripts of the opening and concluding episodes of WNEW's first series, *"Bradley at the Bar,"* which was offered several times daily during the week of Nov. 28-Dec. 2.

EPISODE 1

ANNCR: WNEW presents "Bradley at the Bar" . . . the story of Bradley Arlington, Attorney at Law . . . Episode 1 . . .

As you recall, Bradley Arlington has been attending law school for the past four years . . . Upon the advice of his roommate, Rip Newcomb, Bradley decided to postpone his law career, in order to play pro football for one year . . . Kitty and Bradley were somewhat abashed to learn that Rip Newcomb had then taken Bradley's job at the law office.

After the wedding, on the way to the Stadium, they received an urgent wire from ruthless Judge Morris Binder, requesting that Bradley come to work for him. After leaving Kitty and the children, at their Scarsdale estate, Bradley went to see Judge Binder, and was faced with the most difficult problem in his 5 years as a lawyer. We join them as we hear Bradley say:

BRADLEY: This is the most difficult problem I have had to face in my 5 years as a lawyer . . .

ANNCR: Tune in tomorrow to find out Judge Binder's answer, and whether Wellington Thoon will keep his promise to Margaret. "Bradley at the Bar" has been a special presentation of WNEW, and will be heard again tomorrow at almost this very same time!

EPISODE 5

ANNCR: WNEW presents "Bradley at the Bar" . . . the story of Bradley Arlington, Attorney at Law. . . .

In our last episode, as you may recall, Bradley was visiting Dr. Archie Larcher, who had called Bradley into his office for a private consultation. Bradley was told that Cynthia might never play the piano again . . . But Bradley quickly rejected this diagnosis, since Dr. Larcher was a dentist. Meanwhile, in attempting to take off from the small clearing in the jungle, Mel Troppet's small plane, loaded with the special serum, smashed into the top of a palm tree, and was never seen again. During Bradley's final appeal in defense of Financier - Halfback, Wellington Thoon, the courtroom was disrupted by the sudden appearance of "Long Tim," the faithful bodyguard of the notorious racketeer, Claude Bartholomew. As the din in the courtroom subsided, and ruthless Judge Morris Binder III, banged his gavel, we hear Bradley say:

BRADLEY: This is the most serious problem I have ever faced . . . I mean, I have faced serious problems before . . . but **this** is the most serious problem I have faced in all my 30 years as a lawyer.

ANNCR: Be with us Monday, when WNEW continues the true-to-life story of "Harriet in the House" . . . the story of Harriet Lovington, a nice lady . . .

offered its listeners an "election losers kit." The "kit" consisted of a razor blade and suggested uses: "(1) Scrape signs off car windows! (2) shave! (3) Cut your political ties! (4) Cut your throat!"

Brogan barrage ▪ KQEQ Albuquerque, N. M., started a week-long drive to collect used shoes for the local Voiture 40 et 8 effort for the needy. The station offered a "pair-for-a-pair." (two records for two shoes). A short 24 hours and 10,000 shoes later, the campaign was called to an early halt. A Voiture spokesman said the KQEQ drive had brought more contributions than had been obtained in the last three yearly drives combined.

No hands. Just top-quality, "name" musical programming, on tape, for continuous, completely automated, trouble-free radio broadcasting — including commercials and announcements.

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That's why this new Magne-Tronics service is being hailed as a real money-saving, money-making plan for radio stations with late-hour, marginal or all-night schedules.

Write today for full details and audition tape.

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Arrival present ▪ Norman Baer, Mutual news director, who covered the arrival in Washington, D.C., of John Fitzgerald Kennedy Jr., on the network's *The World Today* program, has ordered a special gold-reel tape-recording of the Nov. 25 show. The tape will be presented to Master Kennedy as soon as an insert plate is engraved. The plate's inscription? "This is your birth, John Fitzgerald Kennedy Jr., Nov. 25, 1961."

Student aids ▪ WABC-TV New York has set up an education service department to provide public, private and parochial schools in the New York

metropolitan area with information concerning its educational, cultural, news and public affairs programming. Study guide materials and other printed matter on such WABC-TV programs as *Expedition: New York, Astronomy For You* and *High School Sports* are being distributed to some 1,000 high schools in the area. The new department also services high school newspapers with specially prepared news releases on all ch. 7 programming.

Mid-Missouri market ▪ Avery-Knodel Inc., New York, is distributing to spot tv advertisers and their agencies a station-market presentation in behalf of KOMU-TV Columbia, Mo. Entitled "Columbia, the Gem of Missouri," the study documents the growth of the market of one-half million population as well as KOMU-TV's primary coverage among tv families in the mid-Missouri area. The Avery-Knodel represented station is owned and operated by the U. of Missouri.

Teachers in tv-land ▪ KRON-TV San Francisco hosted some 85 local teachers during that city's Business-Education Day. The teachers sent the entire day touring the station's studio and office facilities and absorbing company officials' talks on various asects of television. The background information thus provided was designed to aid the teachers in their own discussions with students interested in television.

Dontopedalogy ▪ Bob Adkins, program director of KNEW Spokane, Wash., has started a "Dontopedalogy Club" for his Spokane listeners. Membership requires only that listeners write to KNEW citing examples of how they have engaged in the strangely-named activity. Following a UPI release, Mr. Adkins wrote to Prince Phillip of England to join in the club since Prince Phillip maintains that he has been a long-time practitioner of the science. "Dontopedalogy" involves a simple activity, one which many are aware of . . . that is, opening the mouth and putting the foot in it. KNEW has not yet heard from Prince Phillip, but the station has already made him an honorary member of the club.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Nov. 23 through Nov. 30. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

ACTIONS BY FCC

WKBM-TV Caguas, P.R. WSUR-TV Ponce, P.R.—Granted applications of WKBM-TV to increase ERP from 27 kw to 155 kw with aur. ERP 77.6 kw, ant. height 1,180 ft., and make equipment changes and WSUR-TV to change trans. site from 13.5 miles northeast of Ponce to 1.5 miles northeast of that city and reduce ant. height from 2,590 ft. to minus 230 ft., with ERP 2.75 kw vis. and 1.38 kw aur. Chrm. Ford and Comr. Bartley dissented to Ponce grant. Ann. Nov. 23.

CALL LETTERS ASSIGNED

KBYR-TV Anchorage, Alaska—Radio Anchorage Inc.

KAET (TV) Pheonix, Ariz.—Board of Regents of Universities and State College of Arizona.

WLKY (TV) Louisville, Ky.—Kentuckiana Tv Inc.

TRANSLATORS

Dubuque Area Translator Co. Dubuque, Iowa—Granted cps for two new uhf tv translator stations—one on ch. 80 to translate programs of KWWL-TV (ch. 7), Waterloo-Cedar Rapids, and other on ch. 82 to translate programs of KCRG-TV (ch. 9), Cedar Rapids. Ann. Nov. 30.

Blacktail T. V. Assn. Big Fork, Mont.—Granted cp for new uhf tv translator station on ch. 80 to translate programs of KXLY-TV (ch. 4), Spokane, Wash. Ann. Nov. 30.

Maupin Tv Corp. Maupin, Ore.—Granted cps for two new uhf tv translator stations to translate programs of Portland, Ore., stations—one on ch. 75 to translate programs of KGW-TV (ch. 8) and other on ch. 78 to translate programs of KPTV (ch. 12). Ann. Nov. 23.

Wallowa Valley Tv Assn. Inc. Wallowa Valley, Ore.—Granted cp for new uhf tv translator station on ch. 77 to translate programs of KXLY-TV (ch. 4), Spokane, Wash. Ann. Nov. 23.

C. L. & O. Translator System Inc. Booker, Darrouzett, Follett, Canadian and Higgins, all Texas—Granted cps for two new uhf tv translator stations to translate programs of KFDA-TV (ch. 10), Amarillo—one on ch. 78 and other on ch. 80 via its ch. 78 translator at Canadian. Ann. Nov. 23.

Mexican Hat Association Mexican Hat, Utah—Granted cps for two new vhf tv translator stations to translate programs of Albuquerque, N. M., stations—one on ch. 3 to translate programs of KGGM-TV (ch. 13) via tv repeater station on ch. 6 in Cortez, Colo., and other on ch. 13 to translate programs of KOB-TV (ch. 4) via tv repeater station on ch. 9 in Cortez; engineering condition. These are first new tv vhf translator grants. Ann. Nov. 30.

New am stations

ACTIONS BY FCC

Dodge City, Kan.—Seward County Bcstg. Co. Granted 1550 kc, 1 kw, D. P. O. address Box 311, Liberal, Kansas. Ann. Nov. 23.

Hamilton, Mont.—Bitter Root Bcstg. Co. Granted 980 kc, 1 kw D. P. O. address Box 389 Hamilton, Mont. Estimated construction cost $14,004, first year operating cost $18,000, revenue $24,000. Applicants are **Theo. H. Fullerton** (25%), **Lou Torok** (16%) and others. Mr. Fullerton is in plumbing and heating. Mr. Torok is sales manager of KCAP Helena, Mont. Ann. Nov. 23.

Oswego, N.Y.—Clifford C. Harris. Granted 1440 kc, 1 kw D. Ann. Nov. 22.

Mauston, Wis.—John D. Rice. Granted 1270 kc, 500 w D. P. O. address 204 S. Court St. Estimated construction cost $13,821, first year operating cost $36,000, revenue $38,000. Mr. Rice has interest in WCOW Sparta, Wis. and KCUE Redwing, Minn. Ann. Nov. 23.

APPLICATIONS

Grants, N. M.—Alfred R. Fuchs. 560 kc, 500 w D. P. O. address Box 311. Estimated construction cost $19,696, first year operation cost $32,000, revenue $9,000. Mr. Fuchs owns KTJS Hobart, Okla. Ann. Nov. 30.

Crystal City, Tex.—Charles H. Haggard and Kenneth P. Rogers. 1320 kc, 500 w D. P. O. address Box 36. Estimated construction cost $19,155, first year operation cost $36,000, revenue $45,000. Principals include **Dr. Haggard,** 75%, and **Mr. Rogers,** 25%. Dr. Haggard has private medical practice. Mr. Rogers is employe of KITE San Antonio. Ann. Nov. 29.

Kemmerer, Wyo.—Lincoln Bcstg. Co. 950 kc, 1 kw. P. O. address Box 563. Estimated construction cost $22,709, first year operation cost $24,000, revenue $36,000. Principals include **Attilio W. Bedont,** 37½%, **William B. Davis,** 25%, **John J. Rooney,** 18%, **William G. Walton,** 19½%. Mr. Bedont is in insurance. Mr. Davis has interest in KOWB Laramie, Wyo. Messrs. Rooney and Walton are attorneys. Ann. Nov. 30.

Existing am stations

ACTIONS BY FCC

WNLC New London, Conn.—Granted change of facilities from 1490 kc, 250 w, unl., to 1510 kc, 5 kw, DA-2, unl.; engineering conditions. Comr. Hyde absent. Ann. Nov. 23.

WHOU Houlton, Maine—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation on 250 w; engineering condition. Comr. Hyde absent. Ann. Nov. 23.

WTSV Claremont, N. H.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Comr. Hyde absent. Ann. Nov. 23.

WSMN Nashua, N. H.—Granted change from DA-D to DA-1, unl., continued operation on 1590 kc with 5 kw; engineering conditions. By letter, denied petition by WOTW Nashua, to designate application for hearing. Comr. Hyde absent. Ann. Nov. 23.

WCLW Mansfield, Ohio—Granted increased power from 250 w to 1 kw, continued operation on 1570 kc, D, DA; engineering

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& COMPANY, INC.

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conditions. Comr. Hyde absent. Ann. Nov. 23.

WMOA Marietta, Ohio—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Nov. 30.

KFLW Klamath Falls, Ore.—Granted increased daytime power on 1450 kc from 250 w to 500 w, continued nighttime operation with 250 w; remote control permitted; engineering condition. Comr. Hyde absent. Ann. Nov. 23.

WLAT Conway, S. C.—By order, amended hearing issues on application for 500 w nighttime DA operation on 1330 kc, with continued 5 kw daytime operation. Superseded Nov. 2 hearing order. Comr. King dissented. Ann. Nov. 30.

WOVE Welch, W. Va.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation on 250 w; remote control permitted; engineering condition. Ann. Nov. 30.

WKTY La Crosse, Wis.—Granted application to make changes in DA-N (580 kc, 1 kw-N, 5 kw-LS, DA-2); engineering conditions. Ann. Nov. 30.

APPLICATIONS

WCRL Oneonta, Ala. — Cp to increase power from 250 w to 1 kw and install new trans. (1570kc). Ann. Nov. 25.

WVLD Valdosta, Ga.—Mod. of license to change hours of operation from SH to unl. (1450kc). Ann. Nov. 25.

WDBQ Dubuque, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc). Ann. Nov. 29.

KVOE Emporia, Kan.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc). Ann. Nov. 30.

KLTF Little Falls, Minn.—Cp to increase power from 500 w to 5 kw and install new trans. (960kc). Ann. Nov. 25.

WFAI Fayetteville, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. Nov. 25.

WCMN Arecibo, P R.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (1280kc). Ann. Nov. 28.

WESC Greenville, S. C.—Mod. of cp (which authorized increase in power, install DA, changes in ground system and trans. equipment) to change from employing DA-D to directional during critical hours only and install new trans. (660kc). Ann. Nov. 25.

CALL LETTERS ASSIGNED

WBHM Birmingham, Ala. — Birmingham Bcstg. Co.

KROE Sheridan, Wyo.—Sheridan Bcstg. Co.

New fm stations

ACTIONS BY FCC

Hamden, Conn. — Southern New England Bcstg. Corp. granted 101.3 mc 20 kw. Ant. height above average terrain 134 ft. P. O. address 473 Denslow Hill Rd. Estimated construction cost $18,640, first year operating cost $20,000, revenue $10,000. Fm applicant will duplicate WDEE Hamden. Ann. Nov. 23.

Waterbury, Conn.—WWCO Inc., granted 104.1 mc 20 kw. Ant. height above average terrain 95 ft. P. O. address c/o Herbert Bloomberg, 65 Bank St. Estimated construction cost $16,600, first year operating cost $5,000, revenue $5,000. Principals include **Herbert Bloomberg**, 72.64%, and **Ruth R. Goddard**, 27.36% owner of WWCO Waterbury. Ann. Sept. 27.

Indianapolis, Ind. — Calojay Enterprises Inc., granted 105.7 mc 4.641 kw unl. P.O. address 1113 School St., Greenfield, Ind. Estimated construction cost $14,435, first year operating cost $10,200, revenue $15,034. Principals include **Dr. Carl Godzeki** and **John C. Byrne**, 45% each; and others. Dr. Gadzeski is microbiologist, former employe of WFMS Indianapolis, Ind. Mr. Byrne is in retail drugs. Ann. Nov. 30.

Cadillac, Mich.—Fetzer Bcstg. Co., granted 92.9 mc, 100 kw. Ant. height above average terrain 900 ft. P.O. address 417 N. Mitchell St. Estimated construction cost $3,500, operating cost absorbed by WWTV (TV) Cadillac. Applicant is **Fetzer Bcstg. Co.**, headed by **John E. Fetzer**, president, licensee of WWTV (TV) Cadillac, WKZO-AM-TV Kalamazoo, WJEF-AM-FM Grand Rapids all Michigan, and KOLN-TV Lincoln, Neb. Ann. Nov. 23.

Hampton, Va. — Peninsula Radio Corp. Granted 101.3 mc, 28.2 kw. Ant. height above average terrain 380 ft. P.O. Box 481. Estimated construction cost $29,551, first year operating cost $50,000, revenue $65,000. Fm applicant will duplicate WVEC Hampton. Ann. Nov. 23.

Bellingham, Wash. — Market-Casters Inc. Granted 104.1 mc, 17.75 kw. P.O. address 708 Fifth Ave. S., Seattle, Wash. Estimated construction cost $17,771, first year operating cost $72,000, revenue $80,000. Principals include James G. Talbot, 85.1%, James D. Rolfe, 12.65%, and others. Market-Casters is owner of KMCS-FM Seattle. Ann. Nov. 23.

APPLICATIONS

San Rafael, Calif.—Marin Bcstg Co. 100.9 mc, .87 kw. Ant. height above average terrain 246 ft. P.O. address 1040 B St. Estimated construction cost $9,195, first year operation cost $7,500, revenue $7,500. Fm applicant will duplicate KTIM San Rafael. Ann. Nov. 30.

Alton, Ill.—Palen Bcstg. Corp. 100.3 mc, 3.65 kw. Ant. height above average terrain 358 ft. P.O. address Radio Station WOKZ, Alton. Estimated construction cost $8,685, first year operation cost $7,000, revenue $5,000. Fm applicant will duplicate WOKZ Alton. Ann. Nov. 28.

Des Plaines, Ill.—Edward W. Piszczek and Jerome K Westerfield, 96.7 kc, 1 kw. Ant. height above average terrain 246 ft. P.O. address c/o Edward W. Piszczek, 4328 N. Meade Ave., Chicago. Estimated construction cost $16,237, first year operation cost $27,000, revenue $30,000. Principals include **Mr. Piszczek**, 60%, and **Mr. Westerfield**, 40%. Mr. Piszczek is employe of WFMF Chicago. Mr. Westerfield is employe of advertising agency. Ann. Nov. 28.

Saline, Mich.—Lewter Bcstg. Corp. 93.7 mc, 10 kw. Ant. height above average terrain 154.3 ft. P.O. address Box 5, Ann Arbor, Mich. Estimated construction cost $22,488, first year operation cost $1,000, revenue $15,000. Fm applicant will duplicate WOIA Saline. Ann. Nov. 25.

Norwich, N.Y.—Radio Norwich Inc. 93.9 mc, 3.219 kw. Ant. height above average terrain 251 ft. P.O. address 14 S. Broad St. Estimated construction cost $12,561. Fm application will duplicate WCHN Norwich, N. Y. Ann. Nov. 29.

Tyler, Tex.—Oil Center Bcstg. Co. 93.1 mc, 4.73 kw. Ant. height above average terrain 379 ft. P.O. address 440 Petroleum Bldg. Estimated construction cost $20,700, first year operation cost $15,000, revenue $10,000. Principals include **L. S. Torrans** and **Bryan L. Scott**, 49% each, **Margaret H. Torrans** (wife of L. S. Torrans), and **Lois V. Scott** (wife of Bryan Scott) 1% each. Oil Center Bcstg. Co. owns KGKB Tyler, Tex. Ann. Nov. 28.

Farmville, Va.—Colonial Bcstg. Co. 95.7 mc, 6.27 kw. Ant. height above average terrain 300 ft. P.O. address Box 179. Estimated construction cost $15,801, first year operation cost $3,500, revenue $1,500. Carla B. Keys, sole owner, also owns WFLO Farmville. Ann. Nov. 22.

Manassas, Va.—Prince William Bcstg. Corp. 106.7 mc, 30.1 kw. Ant. height above average terrain 105 ft. P.O. address Radio Station WPRW, Manassas, Va. Estimated construction cost $19,030, first year operation cost $12,500, revenue $12,500. Fm applicant will duplicate WPRW Manassas, Va. Ann. Nov. 22.

Norfolk, Va.—WTAR Radio-Tv Corp. 95.7 mc, 14.84 kw. Ant. height above average terrain 881 ft. P.O. address 720 Boush St. Estimated construction cost $30,000, first year operation cost $0,000, revenue $00,000. Applicant also is licensee of WTAR-TV Norfolk. Ann. Nov. 30.

Existing fm stations

APPLICATIONS

KANU Lawrence, Kan.—Mod. of cp to increase ant. height above average terrain to 675.12 feet and increase ERP to 108 kw and changes in ant. Ann. Nov. 29.

WFCJ(FM) Miamisburg, Ohio — Cp to change frequency from 93.9 mc, ch. 230 to 93.7 mc, ch. 229. Ann. Nov. 25.

KNND Cottage Grove, Ore.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and change applicant name to Peter Ryan and Milton Viken d/b as Radio Station KNND. (1400kc). Ann. Nov. 28.

CALL LETTERS ASSIGNED

WCRT-FM Birmingham, Ala. — Chapman Radio & TV Co.

KSFX (FM) San Francisco, Calif. —University of San Francisco

KONG-FM Visalia, Calif.—Air Waves Inc.

WABI-FM Bangor, Maine — Community Bcstg. Service

KWOA-FM Worthington, Minn.—Worthington Bcstg. Co.

WNNJ-FM Newton, N. J.—Sussex County Bcstrs. Inc.

KJEM-FM Oklahoma City, Okla.—KJEM Inc.

KAKC-FM Tulsa, Okla. — Radio Station KAKC Inc.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 30

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,496	45	108	832
FM	745	56	227	89
TV	477	52	116	103

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 30

	VHF	UHF	TV
Commercial	453	76	529
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30, 1960

	AM	FM	TV
Licensed (all on air)	3,469	723	475[1]
CPs on air (new stations)	53	40	14[2]
CPs not on air (new stations)	96	217	113
Total authorized stations	3,618	980	657
Applications for new stations (not in hearing)	611	66	29
Applications for new stations (in hearing)	202	34	75
Total applications for new stations	813	100	104
Applications for major changes (not in hearing)	577	25	34
Applications for major changes (in hearing)	280	7	16
Total applications for major changes	857	32	50
Licenses deleted	0	0	0
Cps deleted	0	0	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

KXYZ-FM Houston, Tex.—KXYZ Inc.

WACO-FM Waco, Tex.—WACO Bcstg. Corp.

WBCI-FM Williamsburg, Va.—Williamsburg Bcstg. Co.

WRPN-FM Ripon, Wis.—Board of Trustees of Ripon College

Ownership changes

ACTIONS BY FCC

KOTN-AM-FM Pine Bluff, Ark.—Granted assignment of licenses to **Joellen Bcstg. Corp. (Winston Joe Deane**, president); consideration $112,500. Comr. Hyde absent. Ann. Nov. 8.

KMLA Los Angeles, Calif.—Granted (1) renewal of license and (2) relinquishment of positive control by **Albert Horton** through sale of stock of **Musicast Inc.** (sole owner) for $19,672. Ann. Nov. 23.

WEAS College Park, Ga.—Granted transfer of control from **Robert A. Corley** to **Citadel Bcstg. Inc. (F. Richard Couglan)**; consideration $39,111. Ann. Nov. 30.

WRHT Ocilla, Ga.—Granted assignment of cp from **Robert H. Thompson Sr.**, to **Charles Cullis Wade**; consideration $6,000 for expenses. Chrm. Ford and Comr. Bartley dissented. Ann. Nov. 23.

WYNK Baton Rouge, La.—Granted transfer of control of **Capital Bcstrs. Inc.** ,parent corporation, from **Donald Elbert Smiley**, et al, to **Air Co. Bcstg. Co., (Prior A. McCallum**, president); consideration $14,166 for 70.8% interest. Ann. Nov. 23.

WMIC St. Helen, Mich.—Granted assignment of licenses to **Robert L Greaige**; consideration $18,074. Ann. Nov. 23.

KOKO Warrensburg, Mo.—Granted transfer of control from **Leslie P.** and **Ruth A. Ware** to **William C.** and **Avis G. Tucker**; consideration $57,000 for 100%. Ann. Nov. 23.

WFSC Franklin, N. C. WTYN Tryon, N. C.—Granted (1) renewal of licenses and (2) assignments of licenses from **Henry G. Bartol Jr.** and **Gertrude S. Taylor**, executrix of estate of Graves Taylor, to **Bartol** and **Taylor**, d/b under same names; settlement of estate and no monetary consideration. Ann. Nov. 30.

WJWR(FM) Palmyra, Pa.—Granted assignment of license to **Radio Music Inc. (L. M. Williams**, president); consideration $77,000. Ann. Nov. 30.

WRKM Carthage, Tenn.—Granted acquisition of negative control by **Reggie L. Honey** and **James T. Watts** through transfer of 33⅓% interest from **Sidney L. Martin**, increasing their holdings to 50% each; consideration $10,000. Ann. Nov. 30.

WHHM Memphis, Tenn.—Granted assignment of licenses to **Mercury Bcstg Inc. (William H. Grumbles**, president); consideration $225,000. Comr. Hyde absent. Ann. Nov. 23.

KLVT Levelland, Tex.—Granted assignment of license to **Marshall** and **Clint Formby**, d/b as **Levelland Bcstr.** (interests in KACT Andrews, KFLD Floydada, KPAN Hereford, and KTUE Tulia); consideration $100,000. Ann. Nov 30.

KCOR San Antonio, Tex.—Granted (1) renewal of license with engineering condition and (2) assignment of licenses to **Inter-American Radio Inc (Ralph N. Weil**, president, and other stockholders have interests in KATZ St. Louis, Mo.); consideration $400,000 plus $120,000 over period of 10 years to president of assignor, or his heirs, for agreement not to compete within service area of KCOR. Comr. Bartley dissented. Ann. Nov. 30.

KEFC(FM) Waco, Tex.—Granted assignment of license and SCA to **Centex Radio Co. (Charles Watson**, president); consideration $27,000. Ann. Nov. 30.

WCUB Manitowoc, Wis.—Granted assignment of cp and license to **Eastern Wisconsin Bcstg. Corp. (Ben F. Hovel**, president); consideration $87,500. Ann. Nov. 23.

APPLICATIONS

KGUN-TV Tucson, Ariz.—Seeks assignment of license from **Tucson Tv Co.** to **KGUN-TV Inc.** for $1,440,000. KGUN-TV will be wholly owned subsidiary of **WEHT Inc.**, Evansville, Ind., licensee of WEHT (TV) and WEOA Evansville. Ann. Nov. 29.

KYNO Fresno, Calif.—Seeks transfer of control of **Radio KYNO.** Exchange of 30% interest from **Amelia Schuler**, 35% (presently owns 65%), to **Lester E. Chenault**, 50% (presently owns 20%), for $135,000. Holdings of **Bert Williamson**, 15%, remain unchanged. Ann. Nov. 28.

WFEC Miami, Fla.—Seeks transfer of control of **Florida East Coast Bcstg. Co.** from **Harry Trenner**, sole owner, to **Consolidated Communications Corp.** for $240,000 plus $39,000 agreement not to compete. Principals include **Alexander S. Klein Jr.** and **Allan B. Margolis**, 30% each, **Joseph** and **Rose Liedman** 20%, **Dorothy C. Margolis**, 20% (mother of Allan Margolis). Messrs. Klein and Margolis are employes of WDAS Philadelphia. Mr. Liedman is public accountant. Mrs. Margolis is broker of liquor and wines. Ann. Nov. 28.

KEOK Payette, Idaho—Seeks transfer of control of **Treasure Valley Bcstrs.** Exchange of 50% interest from **Everett S.** and **Rosemary Graham** (husband and wife), to **David L. Lester** and **Billy R. Walker**, equal partners (presently own 25% each), for $40,529. Ann. Nov. 30.

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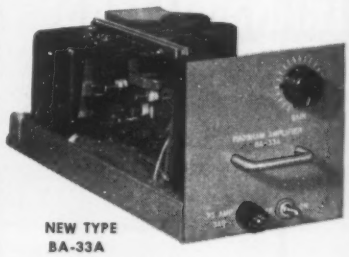

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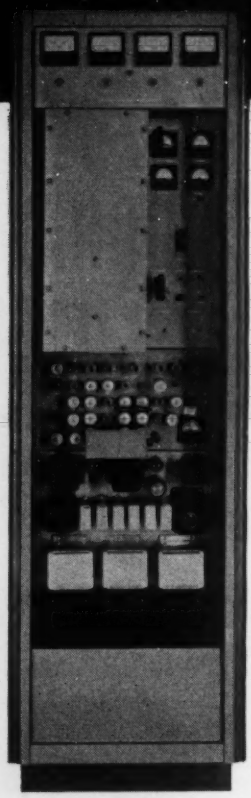

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KARE Atchison, Kansas — Seeks assignment of license from **James M. Griffith** and **Paul H. Buenning**, equal partners d/b as **Griffith-Buenning Bcstg. Co.** to **KARE Inc.** Change to corporate form of business. **Messrs. Griffith** and **Buenning** will own 49.66% each. **Christeen Griffith** (wife of James Griffith) and **Alene Buenning** (wife of Paul H. Buenning) will buy .33% each for $100 apiece. Ann. Nov. 25.

WWKY Winchester, Ky. — Seeks assignment of license from **Winchester Bcstg. Co.** to **WWKY Inc.** for $75,000. Principals include **Donald J. Horton**, 49%, and **Wilda Horton**, 51% (husband and wife). Mr. Horton has interest in WOMP-AM-FM Bellaire, Ohio. Ann. Nov. 28.

WCBT Roanoke Rapids, N. C.—Seeks involuntary transfer of control of **WCBT Inc.** from **J. Winfield Crew Jr.**, 70% deceased, to **Wachavia Bank & Trust Co.**, executor of will. Holdings of **W. L. Crew**, 30%, remain same. Ann. Nov. 28.

KVLH Pauls Valley, Okla.—Seeks transfer of control of **Pauls Valley Bcstg. Co.** Exchange of 50% interest from **John E. Hampton**, 25%, and **Stephen L. Lloyd**, 25%, to **E. J. Ballard**, sole owner (presently owns 50%), for $12,000. Ann. Nov. 28.

WENA Bayamon, P. R.—Seeks assignment of license from **Gustavo Diaz Atiles**, sole owner, to **Antilles Bcstg. Corp.** for purchase price of $70,000. Principals include **Julio Morales Ortiz** and **Clement L. Littauer**, equal partners. Messrs. Ortiz and Littauer formerly had interest in WKYN Rio Piedras, P. R. Ann. Nov. 25.

WEEN Lafayette, Tenn.—Seeks transfer of control of **Radio Station WEEN.** Exchange of 50% interest from **Eldon** and **Mitchell Leslie**, 25% each, to **Denton** and **Anna Norris**, 75% (Norrises presently own 25%). Holdings of **Dorothy Leslie**, 25%, remains same. Ann. Nov. 30.

KWBA Baytown, Tex.—Seeks transfer of control of **Bayshore Bcstg. Co.** Exchange of 34% owned by **N. J. Walker** to **Bob H. Walker**, 77.273% (presently owns 51%) and **W. Hamilton**, 22.727% (presently owns 15%), for $32,886. Ann. Nov. 29.

KEYS Corpus Christi, Tex.—Seeks transfer of control of **Nueces Bcstg. Co.** Exchange of 75% interest from **Earl Dunn**, 25%, **E. C. Hughes**, 25%, and **H. B. Lockhart**, 25%, to **V. L. Rossi**. 50% and **James V. Rossi**, 25% (son of V. L. Rossi), for $195,000. Holdings of **Charles Rossi**, 25% (brother of V. L. Rossi) remain same. V. L. Rossi formerly had interest in KIBL Beeville, Tex. James Rossi is employe of KONO San Antonio, Tex. Ann. Nov. 30.

KFST Fort Stockton, Tex.—Seeks transfer of control of **KFST Inc.** Exchange of 55% interest from **George Baker**, **Emily Baker**, and **Frank Baker**, to **Billy H. Hubbs**, 15%, (presently owns 5%), **Kennett Z. Bond**, 20%, and **Rex L. Billingsley**, 20%, for $35,750. Holdings of **Barney Hubbs** and **James Parr**, 20% each, remain the same. Mr. Billingsley owns newspaper. Mr. Bond is employe of life insurance company. Ann. Nov. 28.

KUKO Post, Tex.—Seeks assignment of license from **Galen O. Gilbert** and **Phil Crenshaw**, equal partners, d/b as **Radio Station KUKO** to **Radio Station KUKO Inc.** Change to corporate form of business with no financial consideration involved. Ann. Nov. 25.

Hearing cases

FINAL DECISIONS

■ By letter, denied request by Freddot, Ltd., KITT (FM) San Diego, Calif. (105.3 mc) for suspension of program test authority and for other relief directed against Feb. 24 grant of such authority to Multi-Casting Corp., KLRO (FM) San Diego (94.9 mc); advised that both stations in accordance with sec. 3.315(d) of rules, will be expected to cooperate in elimination of interference complaints insofar as is technically feasible. Comr. Hyde absent. Ann. Nov. 23.

■ By order, commission made effective immediately Oct. 7 initial decision and granted application of North Suburban Radio Inc., for new class A fm station to operate on 103.1 mc; ERP 1 kw; ant. height 118.2 ft., in Highland Park, Ill. Ann. Nov. 25.

■ By memorandum opinion and order, commission denied petition by Broadcasting and Film Commission of National Council of Churches of Christ in United States of America for declaratory ruling or waiver of sponsorship announcement requirements of sec. 317 of Communications Act with respect to certain filmed and taped programs furnished by that organization to radio and tv broadcast stations. Petition did not reveal any substantial allegation of hardship which would result in absence of requested waiver, and commission was not persuaded that "loss" of few seconds required for identification of this material is important decisional factor when viewed in relation to established commission policy and intent of Congress in enacting sec. 317(a)(2) of Act. Ann. Nov. 30.

■ By order, commission granted petition by National Association of Broadcasters and extended from Dec. 9 to Feb. 1, 1961 time for filing comments and from Dec. 23 to Feb. 15, 1961 for replies in rulemaking proceeding proposing to revise annual financial report form (FCC form 324) for broadcast stations. Ann. Nov. 30.

■ By letter, commission denied waiver of sec. 1.305(c) of rules and returned application tendered by Fort Harrison Telecasting Corp. for new tv station to operate on ch. 10 in Terre Haute, Ind., which was contingent on Wabash Valley Bcstg. Corp. giving up its authorization for WTHI on ch. 10 in that city and moving to ch. 2. Ann. Nov. 30.

■ By order, commission dismissed following am applications which were not amended by their "cut-off" dates to include engineering showing required by revised sec. V-A of FCC form 301: WWNS Inc. (WWNS, 1240 kc, 250 w, unl.), Statesboro, Ga., Ludington Bcstg. Co. (WKLA, 1450 kc, 250 w, unl.), Ludington, Mich., and Atlantic City Bcstg Co. (WDLB, 1490 kc, 250 w, unl), Atlantic City, N. J., to increase their daytime power to 1 kw; Pacific Radio Co. for new station on 1150 kc, 5 kw, DA-2, unl., in Santa Maria, Calif.; Gold Coast Bcstg. Co. (WLIZ, 1380 kc, 500 w, D), Lake Worth, Fla., to increase power to 1 kw, and Inland Bcstg Co. for new station on 570 kc, 500 w, D, in Hamilton, Mont. Ann. Nov. 30.

■ By memorandum opinion and order, commission dismissed protest and petition for reconsideration and denied further requests filed by Price Bcstrs. Inc., Frederick, Md., directed to Oct. 5 grant of application of Rossmoyne Corp. (WCMB) Harrisburg, Pa., to change from DA-2 to DA-N, continued unl. time operation on 1460 kc, 5 kw, engineering conditions. Ann. Nov. 30.

■ By memorandum opinion and order, commission granted petition by Calojay Enterprises Inc., and granted its application for new class B fm station to operate on 105.7 mc; ERP 4.641 kw; ant. height 160 ft., in Indianapolis, Ind.; terminated proceedings in docket 13685. Ann. Nov. 30.

INITIAL DECISION

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward denying for default application of Jesse Frank Carter for new am station to operate on 1600 kc, 1 kw, D, in Eureka, Calif. Action Nov. 28.

OTHER ACTIONS

■ Commission proposed to eliminate 1955 rule requirement that tv broadcast stations employ continuously operating type-approved frequency monitors while on air. Commission believes that improved tv transmitting equipment no longer makes frequency monitors necessary and that stations can use simpler means to check their operating frequencies. Comments are invited by Dec. 26. Comr. Hyde absent.

Date for compliance with this rule has been continually postponed, latest occasion being Nov. 16 when it was extended to Feb. 28, 1961 in anticipation of this rulemaking proceeding. Ann. Nov. 23.

■ By memorandum opinion and order, commission granted petition for reconsideration by five of applicants for ch. 10 at Largo, Fla. (City of St. Petersburg, Florida; Suncoast Cities Bcstg. Corp.; Tampa Telecasters Inc.; WTSP-TV Inc.; and Bay Area Telecasting Corp.) and conditioned Sept. 7 action granting L. B. Wilson Inc. temporary authorization to construct tv station (WLBW-TV) to operate on ch. 10 in Miami, Fla., to extent that operation of L. B. Wilson on ch. 10 must protect successful Largo applicant from objectionable interference, if any, in excess of that which might result if mileage separation met minimum separation requirement of sec. 3.610 of rules; and that L. B. Wilson must accept such interference, if any. Comr. Craven not participating. Ann. Nov. 23.

■ Commission ordered Mandan Radio Association to show cause why license for its am station KBOM (1270 kc, 1 kw-D, 250 w-N) Bismarck-Mandan, N. D., should not be revoked and to appear at hearing to be held at time and place to be later specified, in connection with unauthorized relinquishment of control and other violations. Ann. Nov. 30.

Queen City Bcstg. Co., Val Verde Bcstg. Co., Del Rio, Tex.—Designated for consolidated hearing applications for new am stations to operate on 1490 kc, 250 w, unl.; made KDLK Del Rio, party to proceeding. Comr. King would have included issue rela-

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tive to capacity of area to support another radio station. Ann. Nov. 30.

■ By memorandum opinion and order, commission denied petition by Windber Community Bcstg. System, Windber, Pa., for enlargement of issues in am proceeding in dockets 13711 et al. Comr. Bartley dissented. Ann. Nov. 30.

■ By memorandum opinion and order, commission directed Nathan Frank to elect between trans. and ant. site now under consideration and any new site he may choose for WNBE-TV, New Bern, N. C., and make such decision known to commission within thirty days and, if he elects to propose new site, directed that he specifically request deletion of present site and file all information necessary for consideration of new site, including revised engineering specifications. Ann. Nov. 30.

■ By memorandum opinion and order, commission denied petition by Eider C. Stangland for severance from consolidated proceeding and for order to make effective immediately June 9 initial decision insofar as it relates to his application for new am station to operate on 1550 kc, 500 w, D, in Shelton, Iowa. Initial decision looked toward granting Stangland's application and that of Charles J. Lanphier for new station on 1570 kc, 500 w, D, in Golden Valley, Minn., and denying application of Minnesota Radio Co. for new station on 1550 kc, 10 kw, D, in Hopkins-Edina, Minn. Ann. Nov. 30.

■ By memorandum opinion and order, commission granted petition by United Bcstg. Co., (WOOK) Washington, D. C., and severed groups 1 and 2 from group 3 in am consolidated proceeding in dockets 13711 et al., and retained severed applications and parties respondent in separate hearing to resolve their designated issues which may be enlarged by examiner. Severed applications are: Charlottesville Bcstg. Corp. (WJMA) Orange, Va., WKRZ Inc. (WKRZ) Oil City, Pa., Martinsburg Bcstg. Co. (WEPM) Martinsburg, W. Va., United Bcstg. Co., (WOOK) Washington, D. C., Eastern Bcstg. Corp. (WHAP) Hopewell, Va., WSTV Inc. (WSTV) Steubenville, Ohio, and Connellsville Bcstrs. Inc. (WCVI) Connellsville, Pa., all seeking increased daytime power from 250 w to 1 kw, continued operations on 1340 kc with 250 w-N; Gosco Bcstrs., Windber, Pa., and Cumberland Valley Bcstg. Corp., Westernport, Md., for new stations on 1350 kc, 1 kw, D; and Harry A. Epperson Sr., for new station on 1330 kc, 1 kw, D, in Luray, Va. Ann. Nov. 30.

■ Commission invites comments by Jan. 6, 1961 to Notice of Proposed Rulemaking looking toward amending its tv table of assignments to "drop-in" ch. 4 plus to Superior, Neb., now without tv channel assignment. Bi-States Co., licensee of KHOL-TV (ch. 13), Kearney, and its satellite KHPL-TV (ch. 6), Hayes Center, Neb., petitioned for assignment and stated it proposed to file application for ch. 4 plus in Superior as satellite operation to duplicate present programs of KHOL-TV. Ann. Nov. 30.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Broadcast Bureau for further extension of time to Nov. 30 to file reply to petition for review by Interurban Bcstg. Corp., Laurel, Md., in proceeding on its am application, et al. Action Nov. 22.

■ Granted petition by Howard Wasserman, West Chester, Pa., for further extension of time to Dec. 5 to file exceptions to initial decision in proceeding on its am application, et al. Action Nov. 22.

■ Granted joint petition by Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., all Ellenville, N. Y. for extension of time to Nov. 28 to reply to Broadcast Bureau's comments on joint petition for leave to amend and for other relief in proceeding on their am applications. Action Nov. 22.

■ Granted petition by Caro Bcstg. Co., Caro, Mich., and extended to Nov. 30 time to file briefs in reply to exceptions in proceeding on its am application, et al. Action Nov. 23.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition as supplemented by Jesse J. Goodman to extent that it seeks dismissal of its application for new am station in Berryville, Va.; dismissed application with prejudice. Action Nov. 18.

■ Granted petition by Rollins Bcstg. Inc. (WBEE) Harvey, Ill., for dismissal of its am application; dismissed application with prejudice. Action Nov. 21.

■ Granted petition by Reno Telecasting Co. for dismissal of its application for new tv station to operate on ch. 4 in Reno, Nev.; dismissed application with prejudice. Action Nov. 21.

■ Granted motion by Broadcast Bureau and extended from Nov. 29 to Dec. 14 time for all parties to submit reply findings in proceeding on application of Spartan Radiocasting Co. (WSPA-TV) Spartanburg, S. C. Action Nov. 18.

■ Granted motion by Carter Mountain Transmission Corporation insofar as it requests continuance of Nov. 23 date for notification of witnesses to be called for cross-examination and Nov. 28 hearing date; continued date for notification of witnesses and date for commencement of hearing to dates to be subsequently specified in proceeding on Carter Mountain's application to install additional trans. to transmit on frequency 6387.5 mc at Copper Mountain, 40 miles south of Worland, Wyo. Action Nov. 29.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Belton Bcstrs. Inc. and continued Nov. 22 hearing to Dec. 12 in proceeding on its application and that of Floyd Bell for new am stations in Belton and Texarkana, both Texas. Action Nov. 21.

By Hearing Examiner Charles J. Frederick

■ Granted motion by M and W Co., Yakima, Wash., for leave to amend its am application to correct typographical error in specification of longitude of proposed trans. site. Action Nov. 22.

■ Granted joint petition by Oregon Tv Inc., and Williamette-Land Tv Inc., both Salem, Ore., and extended certain procedural hearing dates in proceeding on their applications for new tv stations to operate on ch. 3 in Salem; Dec. 12 hearing continued to Jan. 19, 1961. Action Nov. 23.

By Hearing Examiner Millard F. French

■ Pursuant to agreement of parties, continued Nov. 29 hearing to date to be set by subsequent order in proceeding on applications of Bi-States Co. (KHOL-TV) Kearney, Neb., and Topeka Bcstg. Assn. Inc. (WIBW-TV) Topeka, Kans., for cps for new trans. sites. Action Nov. 23.

By Hearing Examiner Walther W. Guenther

■ Received in evidence exhibit no. 1-A of R. W. Hansen (KCNO) Alturas, Calif., and closed record in proceeding on its am application, et al. Action Nov. 21.

■ Granted joint petition by Radio Carmichael, Sacramento, and Trans-Sierra Radio, Roseville, both California, insofar as it seeks leave to amend Radio Carmichael's am application to reflect terms of merger agreement of Sept. 30 with Trans-Sierra Radio. Action Nov. 21.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled prehearing conference for Dec. 7 in proceeding on am applications of Western Bcstg. Co., Odessa, Texas, et al. Action Nov. 22.

■ Granted motion by Radio Station WHCC (WHCC) Waynesville, N. C., and Aluminum Cities Bcstg. Co. (WGAP) Maryville, Tenn., and postponed date for exchange of exhibits from Dec. 1 to date to be set by subsequent order to be released upon examiner's being advised that applicants have determined to proceed to hearing in proceeding on their am applications. Action Nov. 22.

■ Granted request by Associated Bcstrs. Inc. (WHYS) Ocala, Fla., and extended from Nov. 23 to Nov. 29 date by which copies of proposed exhibits of applicant shall be supplied to other parties and also to hearing examiner in proceeding on its am application. Action Nov. 23.

By Hearing Examiner Annie Neal Huntting

■ Pursuant to agreement of parties at Nov. 22 prehearing conference, continued hearing to Feb. 20, 1961 in proceeding on am application of James J. Williams, Williamsburg, Va. Action Nov. 22.

■ Pursuant to agreements reached by parties at Nov. 21 prehearing conference, transferred from group II to group I application of Miners Bcstg. Service Inc. (WLSH) Lansford, Pa. in consolidated am proceeding in dockets 12676 et al. Action Nov. 22.

■ Granted motion by Regional Bcstg. Co., Halfway, Md. for extension of time and continuances of various procedural dates in proceeding on its am application, et al; hearing on issues other than engineering continued from Jan. 30, 1961 to March 6. Action Nov. 23.

By Hearing Examiner H. Gifford Irion

■ Continued Dec. 5 hearing to Jan. 23, 1961, in proceeding on am application of

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KRNO Inc. (KRNO) San Bernardino, Calif. Action Nov. 18.

■ On own motion, continued further hearing from Nov. 28 to Dec. 12 in Medford, Ore., tv ch. 10 proceeding. Action Nov. 23.

By Hearing Examiner David I. Kraushaar

■ Reopened record and scheduled oral argument for Nov. 28 in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Action Nov. 23.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Lake Erie Bcstg. Co. (WLEC) Sandusky, Ohio, for leave to amend its am application to reflect assignment of license to parent corporation, Cleveland Broadcasting Inc. Action Nov. 18.

■ Pursuant to Nov. 22 further prehearing conference of groups I and II in consolidated proceeding in dockets 13010 et al, among other things, designated new group as group IIa and scheduled certain procedural dates: group I—Dec. 12, further prehearing conference; group II—Jan. 18, 1961, hearing; group IIa—Jan. 30, 1961 hearing. Action Nov. 22.

■ On request by Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo., and without objection by other parties, further extended from Nov. 22 to Jan. 3, 1961 date for furnishing engineering exhibits by Hirsch and continued hearing from Dec. 1 to Jan. 11, 1961 in proceeding on its am application, et al. Action Nov. 22.

■ Granted petition by Broadcast Bureau and extended to Dec. 2 time to reply to petition by Civic Bcstg. Corp. (WOLF) Syracuse, N. Y., for leave to amend its am application which is consolidated for hearing in dockets 13010 et al. Action Nov. 28.

By Hearing Examiner Elizabeth C. Smith

■ Upon request by James E. Walley, Oroville, Calif., scheduled further hearing conference for group 1 of consolidated am proceeding for November 23. Action Nov. 21.

■ Pursuant to request of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich. and with agreement of other counsel, scheduled further conference for Dec. 1 for group 2, at which time joint motion for extension of exchange and further conference dates, filed Nov. 17 by thirteen of applicants in group 2, among other matters, will be discussed in am consolidated proceeding in dockets 13222 et al. Action Nov. 23.

■ Granted request by Ralph J. Silkwood and continued Nov. 28 hearing to Jan. 6, 1961, in proceeding on his application for new am station in Klamath Falls, Ore. Action Nov. 25.

■ Pursuant to an agreement reached during hearing in proceeding on am applications of WPET Inc. (WPET) Greensboro, N. C., et al, received in evidence Tidewater Bcstg. Co., Smithfield, Va., exhibit no. 46, and closed record. Action Nov. 28.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of November 23

KIDD Monterey, Calif.—Granted mod. of cp to change type trans.

KTSA San Antonio, Tex.—Granted change of remote control authority.

WWBZ Vineland, N. J.—Remote control permitted while using non-DA.

WSEL(FM) Chicago, Ill.—Granted authority to remain silent for period ending Jan. 15, 1961.

Actions of November 22

■ Granted following stations mod. of license to operate trans. by remote control: KOPR Copper Bcstg. Co., Butte, Mont., while using DA-N; conditions; KNCY Otoe Bcstg. Co., Nebraska City, Neb.; conditions; WHYL Richard F. Lewis Jr. Inc. of Carlisle, Carlisle, Pa.; conditions; KFMB Marietta Bcstg. Inc., San Diego, Calif.; conditions; WHEN Meredith Syracuse Radio Corp., Syracuse, N. Y., main and alternate main using DA-N; conditions; KBIS Eastern Electrosonic Industries, Corp, Bakersfield, Calif., and change studio location; conditions; WBRC, Taft Bcstg. Co., Birmingham, Ala., using DA-N; conditions; WFLA Tribune Co., Tampa, Fla., using DA-N; conditions.

Times Herald Printing Co. Dallas, Tex.—Granted cp and license for new low power station.

WGL Fort Wayne, Ind.—Granted cps to install new main trans.; and install present main trans. (main trans. location) as alternate main trans.; remote control permitted.

WMBD Peoria, Ill.—Granted cp to install new trans. (main trans. location) as alternate main trans.; remote control permitted.

WNOG Naples, Fla.—Granted cp to change ant.-trans. and studio location, make changes in ant. system (increase height) and ground system and install new trans.

WAIM-TV Anderson, S. C.—Granted cp to replace expired permit for tv station.

WRBL-FM Columbus, Ga.—Granted extension of authority through Dec. 7 to remain silent.

■ Granted following stations extensions of completion dates as shown: WAVQ(FM) Atlanta, Ga. to January 31, 1961 and WTVI(TV) Fort Pierce, Fla. to December 18.

■ Dismissed at request of applicant following vhf tv repeater stations: Tv Booster Club, Prescott, Ariz., and Heart Butte Tv Club, Browning, Mont.

Actions of November 21

■ Granted STA for following vhf tv repeater stations: Export Tv Assn., ch. 8, Hopp-Iliad, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); City of Creighton, chs. 2 and 13, Creighton, Neb. (KTIV, ch. 4 and KVTV, ch. 9, Sioux City, Iowa); Plainview Booster Committee, chs. 13 and 2, Plainview, Neb. (KVTV, ch. 13 and KTIV, ch. 4, Sioux City, Iowa); Farley Tv Club, ch. 6, Farley, N. M. (KGGM, ch. 13, Albuquerque, N. M.); Isabel Tv Assn., ch. 9, Isabel, S. D. (KFYR-TV, ch. 5, Bismarck, N. D.); Mobridge Tv Assn., ch. 6, Mobridge, S. D. (KDLO-TV, ch. 3, Garden City, S D.); Mt. Pleasant City Corp., chs. 8, 12, 10, Mt. Pleasant, Fairview, Moroni and vicinity, all Utah (KSL-TV, ch. 5, KCPX, ch. 4, KUTV, ch. 2, Salt Lake City, Utah); Tv Viewers Assn., chs. 10 and 11, San Mateo, N. M. (KOB-TV, ch. 4 and KOAT-TV, ch. 7, Albuquerque, N. M.); Nelson A. Crawford, ch. 6, Lebanon, N. H., and White River Junction, Vt., ch. 2, Hanover, N. H., Lebanon, N. H. and White River Junction, Vt. (WMTW-TV, ch. 8, Poland Spring, Maine and WENH-TV, ch. 11, Durham, N. H.); Marlin Tv Club, chs. 2, 6 and 4, Marlin, Wash. (KREM, ch. 2, KHQ, ch. 6, KXLY, ch. 4, Spokane, Wash.); Noxon Community Center Inc., ch. 2, Noxon, Mont. (KREM, ch. 2, Spokane, Wash); Twin Lakes Tv Club, ch. 5, Twin Lakes and Granite, Colo. (KCSJ-TV, ch. 5, Pueblo, Colo.); Ute Mountain Ute Tribe of Indians, chs. 10, 8 and 2, Towaoc, Col., and Aneth, Utah (KOB-TV, ch. 4, KGGM-TV, ch. 13 and KOAT-TV, ch. 7, Albuquerque, N. M.); Morgan Creek Tv, ch. 10, North Challis, Idaho (KID-TV, ch. 3, Idaho Falls, Idaho); Huntsville Tv System Inc., ch. 19, Huntsville, Wash. (KEPR-TV, ch. 10, Pasco, Wash.); Venango Lions Club, ch. 12, Venango, Neb. (KNOP-TV, ch. 2, North Platte, Neb.); Levenworth Non-Profit T. V., chs. 6, 4 and 2, Levenworth, Wash. (KHQ, ch. 6, KXLY, ch. 4 and KREM, ch. 2, Spokane, Wash.); Dryden Non-Profit T. V., chs. 6, 2 and 4, Dryden, Wash. (KHQ, ch. 6, KREM, ch. 2 and KXLY, ch. 4, Spokane, Wash.); Apple Valley T. V. Reflector Assn., chs. 11 and 9, West Wenatchee, and Dryden, 12, 8, and 10, Lower Squillchuck Creek area, 12, 8 and 10, Wenatchee and East Wenatchee, 8, 10 and 12, Baker Flats & Rocky Reach Dam Area, 8, 10 and 12, Clockum Creek, 8, 10 and 12, Cashmere, 8, 10 and 12, Monitor, 8, 10 and 12, Upper Squillchuck area, 12, 8 and 10, Rock Island and Malaga, all Washington (KHQ, ch. 6, KREM, ch. 2, KXLY, ch. 4, Spokane, Wash.); Pahranagat Valley Tv District, ch. 3, Alamo and Pahranagat Valley, Nev. (KLRJ-TV, ch. 2, Henderson, Nev.); Ben H. Rux, ch. 11, Martinsdale, Mont. (KFBB, ch. 5, Great Falls, Mont.); Forks Tv Club Inc., ch. 8, Forks, Wash. (KVOS-TV, ch. 12, Bellingham, Wash.); La Pine T. V. Corp., ch. 4, La Pine, Ore. (KOIN-TV, ch. 6, Portland, Ore.); Beaverhead Community Tv Inc., ch. 11, Dillon, Mont. (KID-TV, ch. 3, Idaho Falls, Idaho); Glendo Tv Assn., ch. 8, Glendo, Wyo. (KFBC, ch. 5, Cheyenne, Wyo.); Akron Development Corp., chs. 11 and 13, Akron, Colo. (KOA-TV, ch. 4 and KBTV, ch. 9, Denver, Colo.); Inter-Mountain T. V. System Inc., ch. 6, Fall River Valley, Big Valley, Burney and Alturas, all California (KHSL-TV, ch. 12, Chico, Calif.); Elk River Entertainment Club, ch. 6, Elk River Road, Curry County, and Port Orford, all Oregon (KIVQ, ch. 6, Eureka, Calif.); Deer Lodge Community T. V., ch. 9, Deer Lodge Valley, Mont. (KMSO-TV, ch. 13, Missoula, Mont.); Riverside Tv Inc., chs. 4 and 11, Riverside and Ahsahka area near Orofino, both Idaho (KXLY, ch. 4 and KHQ, ch. 6, Spokane, Wash.).

■ Granted licenses for following am stations: WEMD Easton, Md., and KTPA Prescott, Ark.

■ Granted licenses for following fm stations: WNDA Huntsville, Ala.; WEAV-FM Plattsburgh, N. Y., and KPGM Los Altos, Calif.

WJMO Cleveland Heights, Ohio—Granted license covering change ant.-trans. location, make changes in ant. system; change type trans. and operate by remote control.

WSPD-FM Toledo, Ohio—Granted license covering change in trans. location, decrease ERP, increase ant. height, install new type trans. and make changes in ant. system.

Continued on page 115

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Southern group—Top-rated metropolitan stations—seeks 2 salesmen—30-40, married. Liberal quarantee—moving expenses, rapid advancement. Prefer residents of Texas, Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume Box 977C, BROADCASTING.

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Experienced announcer with first class ticket for well established swinging North Carolina fulltimer. Rush photo, tape, experience and salary expected. No maintenance. Box 111D, BROADCASTING.

Wanted: Exerienced staff announcer for 5000 watt Pennsylvania station. Must be good board man, good on news and commercial work. Good starting pay with increases. Many extra benefits. Box 139D, BROADCASTING.

Announcer with first class ticket for new station in Winchester, Va. Send resume and references. Box 140D, BROADCASTING.

If you are an announcer with desire and ability to fit into an organization that promises opportunity and advancement . . . a good starting salary with regular raises . . . then we want you. No empty promises . . . this is a growing Pennsylvania chain. We need good people. Two years commercial experience required . . . plus car. Send tape and resume to: Box 202D, BROADCASTING.

Wanted. Bright, happy swinger (not screamer), for high rated show and commercial production. Washington, D. C. format station. Send tape and resume. Box 206D, BROADCASTING.

Still looking for bright, alert, lively sounding dj who can operate tight board, set a fast pace and maintain it, strong on sell, ideas and enthusiasm. $100, plus. Eastern Pennsylvania 5 kw. Rush tape, photo and facts. Box 214D, BROADCASTING.

Experienced deejay, 20 to 30 age bracket, minimum 2 years professional background. Pleasant, mature voice for top-40 operation. Operate board—most commercials on tape. Power station on southeastern gulf coast. Preference to area applicants. Rush brief tape, resume to Box 229D, BROADCASTING.

Personable announcer-salesman who really likes radio, people, small city. Send full information about yourself and audition tape. R. B. Cupp, Owner, KOFO, Ottawa, Kansas.

Pensacola's number one station needs experienced top fifty announcer. Forty hour week, good pay. Send tape and complete resume to Manager, WBSR, Box 5668, Pensacola, Florida.

Help Wanted—(Cont'd)

Announcers

Morning man for station with wall to wall music, no r&r, no top 40. Work morning shift and sales. Needed immediately. Contact Fred W. Cale, WDOG Radio, Marine City, Michigan, Rockwell 5-7944.

Immediate opening for announcer with first phone license. Light maintenance. WSYB, Rutland, Vermont.

Mid-December opening for alert young man interested in advancing with better than average Ohio station. Good voice and versatility a must. All information first letter with tape to: Program Director, WTNS, Coshocton, Ohio.

Announcer-dj with good music NBC midwest affiliate. Must have experience. Work days. Good salary plus benefits. Send photo, tape and resume to Ed Hout, WTRC, Elkhart, Indiana.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

Top notch engineer-technician handle full maintenance 2 Michigan stations metropolitan markets 40 miles apart. One directional nights. Excellent living conditions for family man. Strong maintenance background essential. $550-$600 month including car allowance. Resume, photo, present earnings to Box 199D, BROADCASTING.

Girl engineer—first class license . . . send photograph and qualifications to Box 227D, BROADCASTING.

Engineer or combo man first phone, 1000 watt. Call collect Danville, Illinois, HI 6-1312.

Engineer-announcer with technical ability. WAMD, Aberdeen, Maryland.

Transmitter engineer. #1 station, Illinois' second market. Permanent position with excellent working conditions. Opportunity to share mobile equipment maintenance and facilities development. Write R. D. Schneider, WIRL, Peoria, Ill.

First class engineer for transmitter duty. Also need combo dj for number 1 station, 50,000 market. Contact Bill Hudson, Program Director, WKYB, Paducah, Kentucky.

Engineer for radio. Chance to work into tv. Some experience preferred, but not necessary. Reply to Glenn Winter, WSBA, York, Pennsylvania.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Production—Programming, Others

Experienced radio traffic manager needed, competitive midwest market. Must be capable of handling national contacts with agencies, station representatives and network. Excellent future for accurate, resourceful and responsible person. Box 165D, BROADCASTING.

Operations manager for New York area station. Experienced in all phases station operation, programming, and traffic. Send all information including photo to Box 169D, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

News director radio and tv. Actively direct first department of multiple ownership, supervise second department. Challenging position. Send full details and pic Box 203D, BROADCASTING.

Immediate opening for fulltime experienced news director. Tell all in letter, include recent photo, professional and credit reference, salary requirements, etc. Also audition tape. Send to Manager, KGFW, Kearney, Nebraska.

Wanted, dedicated, experienced and enterprising radio newsman immediately. Good opportunity for hustler at one of the nation's great stations in the south. Call or wire Frank Page, KWKH 50,000 watt, SH422-8711, Shreveport, La.

Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

Experienced spot commercial writer to write continuity and make up book. Give complete details about yourself, references and samples. WNXT, Portsmouth, Ohio.

Experienced newsman wanted as part-time assistant in radio news, beginning February. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

Presently managing competitive medium market. Top salesman, first phone, full knowledge all aspects radio. Expert operating at lowest overhead. Sell managers desk, lock office, don't use them. Box 859C, BROADCASTING.

General manager/sales manager for small, medium market station 15 years experience sales and management, heavy on local, regional. Thorough knowledge all phases station operation and time sales. Interested only in complete responsibility. Highest industry references. Box 946C, BROADCASTING.

Calling California! Top caliber manager-sales manager now operating successful midwest station desires challenging opportunity in sunny California. Sincere, responsible family man with ability to offer you an efficient, profit-making, progressive station. Box 158D, BROADCASTING.

Ziv-TV, other outstanding sales experience. General, sales manager. 37, college, married. Box 182D, BROADCASTING.

Attention station owners: Are you losing money and profit in present station mismanagement. Qualified manager (heavy on sales) and program director, team; will make your station produce its true potential. Write Box 185D, BROADCASTING. Include resume of present station information.

Family man 15 years in radio all departments except engineering. Now employed sales major market. Seek opportunity as assistant to manager. Prefer Texas. Box 191D, BROADCASTING.

Objective: General manager, presently sales manager in major market. Five figure salary. Box 200D, BROADCASTING.

Manager of highly successful 250 watt fulltime independent contemplating change after first of the year. Family man, seventeen years radio experience, college graduate. Wants position with greater financial opportunity. Any offers? Box 223D, BROADCASTING.

Sales manager experienced, top references. Want management small to medium market. Box 226D, BROADCASTING.

Sales

Salesman and announcer. Experienced. Want to settle down. Married. Box 221D, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

$1,000,000. In talent in exchange for opportunity in sales. I have top billing in highly competitive 7 station eastern market. This bright, tight, happy sounding pro has now #1 Pulse and Hooper rating for his three hour air show. I'm 31, married, only one child, but two degrees. B.A. and L.L.B. Not a know it all, but I know sales, promotion, public relations, record hops, P.D. and assistant to manager. Have done tv bandstand show, interviews and M.C. work. That's my story. Ready to move now. State salary, full particulars first reply. Box 210D, BROADCASTING.

Announcers

Basketball play-by-play seven years experience. finest of references. Box 747C, BROADCASTING.

Experienced personality dj desires midwest, fast paced, top forty. Will consider all. Tape, resume upon request. Box 868C, BROADCASTING.

If you're a progressive station operating within commuting distance from New York and considering operating a full 24 hours with music and news, a top-notch disc jockey skilled in this type of operation will build and/or establish an all-nite show slated to hypo your station's listening capacity. Large personal record library geared for this type of show comes with me as well as experience, reliability, references and good taste. Tape and personal interview upon request. Box 917C, BROADCASTING.

Personality plus looking for permanent assignment. If you are in major market and want outstanding experienced air personality who is dependable and personable, send for tape and background now. Box 945C, BROADCASTING.

16 months intensive fast-format dj experience. College, vet, single. Presently employed, go anywhere. Box 106D, BROADCASTING.

Top sports man, 14 years experience. Best references. West location. Box 108D, BROADCASTING.

Announcer with creativity. Veteran, 25, college graduate, with N.Y. network. Production with imagination. Music and news stations write immediately. Box 119D, BROADCASTING.

Thank you for stopping: Mature family man. Plenty of radio know-how (not a know it all). Versatile personality, can swing with the best. Produce production spots which cause comment. Two years experience as program director. Nose for news. Large market only. Now, read the rest and compare! Box 132D, BROADCASTING.

Announcer-salesman. 6 months in boondocks. College, professional training, veteran, single. Available January 1961. Box 134D, BROADCASTING.

Young experienced "personality plus" d.j. Good references. Can promote with appearances and hops. Box 137D, BROADCASTING.

Available for immediate audition. Experienced in all phases radio, tv, production, etc. Minimum $150 per week. Write Box 145D, BROADCASTING.

Young, experienced announcer. Copy, traffic, production. Write Box 155D, BROADCASTING.

Top sportscaster. Nine years solid experience. Capable, mature. No credit risk. Upper midwest preferred. Box 162D, BROADCASTING.

Announcer, beginner, collegiate background, good habits. Degree in broadcasting, managed stations overseas. Like news and sports. Box 168D, BROADCASTING.

Experienced country music dj. Professional entertainer and guitarist. 10 years background radio and tv. MC. live shows, etc., Available immediately. Location unimportant. Box 170D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Farm broadcaster—18 years. Excellent commercial record and recommendations. Interested possible move. Box 173D, BROADCASTING.

8 years experience—Sports play-by-play, pd and staff, 26, family, college graduate. Finest character and references. Employed. Box 176D, BROADCASTING.

I need a live microphone in California—with adults at the other end. Box 184D, BROADCASTING.

Kind of a funny guy, in off-beat way. 4 years experience, 1st phone. D.J., production, news. No prima donna (but could be with little encouragement). Box 187D, BROADCASTING.

Announcer, experienced, married want to settle down, not a floater or prima donna. Bright sound, tight production. Box 188D, BROADCASTING.

DJ, salesman, announcer married, experienced, want to settle down. Telephone IV 6-8749, N.Y.C. Box 189D, BROADCASTING.

Announcer in N.Y. seeks staff announcing position. Good music background and experience. Will relocate anywhere. Box 190D, BROADCASTING.

Attention: Rocky Mountain area and west: Will consider all. Mature, thoroughly experienced. Denver radio personality wishes to relocate. 8 years radio, 1 tv, 27 years, married, BA speech English. You'll go far to find better voice. No rock, no screamer. If your interested in sincere, hard-working professional for your operation, contact Box 194D, BROADCASTING for resume, tape.

Looking for a professional, production man? Can deliver both audience and number one sound. Not a drifter. Working number one station in metropolitan market . . . looking for better position. Box 195D, BROADCASTING.

Big league voice. Five years experience. Staff, tv, play-by-play, sales. Married with family. I want Minnesota, Wisconsin, Illinois only. Personal interview only. Box 198D, BROADCASTING.

Single, 18 months experience, good tight production. Some sales. Willing to travel. Money secondary but important. Box 201D, BROADCASTING.

Announcer: Little experience. Broadcast school grad. Looking for start in small market. Phone: Johnson 3-5326, Washington, D. C. Box 208D, BROADCASTING.

Broadcasting school graduate. Need a start. Smooth baritone voice. Good sell commercials. Smooth news delivery. Available immediately. Box 213D, BROADCASTING.

Experienced dj—top 40 or other. Run own board, tight production, no floater, prima donna. Box 217D, BROADCASTING.

Fourth dimension news—Latest tickler to attract ayem audience by top rated pro looking for metro home. Can corner mid-morning housewife audience. Saleable ideas, agency approved, programming experience. 32, married, responsible. Box 219D, BROADCASTING.

Announcer want to settle down. Not a floater or prima donna. Tight production. Married. Bright sound. Box 220D, BROADCASTING.

Announcer experienced, in all phases. Currently employed, wish to move to better market in east. Tape upon request. Salary $85. Phone after five. NYC, BU 4-1016. Box 222D, BROADCASTING.

Now available. Experienced deejay-announcer. 26, veteran, references. $85 minimum. Prefer New York state. Live auditions. Box 224D, BROADCASTING.

Young man; college and commercial experience, wants steady work! Have worked top 40, "easy listening," and news. Am studying for 1st phone license at present, am sincere in my desire, will work hard. Write to Box 230D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Two big city d.j.'s desire return to little market, and escape the city hustle and bustle. We offer twenty years of air experience, plus first phone, presently located major east coast market, want to relocate in south or midwest. Box 234D, BROADCASTING.

Announcer, with authoritative news style, now staffing New England CBS affiliate, wants challenging spot with creative west coast station. Experience at tv switchboard and radio console. Family man with college and P.R. background. Write Box 236D, BROADCASTING.

DJ and salesman, 3½ years experience; Boston, N.J. and California, state type of operation in reply. P. O. Box 33, Gloversville, New York.

Announcer-salesman. Experienced. Excellent radio voice. First class license, if required. 424 Cleveland Avenue, Ashland, Ohio. Phone 4-8262.

Versatile newscaster, play-by-play sportscaster. Edits, writes well. Knows popular music. 15 years experience. Box 1977, Phoenix, Ariz.

I offer experience—in depth—quality announcer, deejay, news, program director, top production, loyalty, references, immediate availability. What do you offer? Write 927 North 5th, Quincy, Illinois. BAldwin 3-1165. Personal interview requested.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Situations Wanted—(Cont'd)

Technical

Recording studio's attention! Experienced recording engineer mixing editing mastering film scoring for top agencies record companies. Box 160D, BROADCASTING.

First class engineer—presently located in Florida. 20 years in radio, television, video tape, manufacturing, construction. Will consider chief or staff engineer. Box 197D, BROADCASTING.

Position in broadcast station. Hold first class radiotelephone FCC license. Experience on air, also clerical work. Can furnish references. Box 228D, BROADCASTING.

West. Chief-engineer, announcer. Now employed. Box 237D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

First phone. Short on experience, long on desire. Will relocate. Don Chadd, 3309 Ridgeoak Drive, Dallas, Texas.

"Combo man" available. Have first phone and announcing school graduate. Can write copy. Some commercial air time. Write or wire Walter Jernigan, 3102 Hudnall, Apt. C, Dallas 35, Texas.

Willing to learn your way. Have first phone, some technical ability; will announce. contact Noel Oatman, 3905 Atlas, El Paso, Texas.

Experienced am-tv transmitter operator wants job at once. Jefferson Rice, 708 Central, Bentonville, Arkansas.

Production—Programming, Others

Available station program director with years of experience in every field of program planning and management. Excellent references. Fine track record. Write to Box 994C, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman, five years experience, college education, excellent, writing, editing, gathering and reporting. Anywhere in U.S. Box 159D, BROADCASTING.

Experienced, energetic million-market program assistant seeks responsible pd position. Box 164D, BROADCASTING.

Senior college student, female, single, wishes work around radio station from May 31 to August 31 for background on speech-theatre major. Box 174D, BROADCASTING.

Fifteen years experience, radio, tv. DJ, time sales, copy, tv announcing, directing. Dependable, educated. Desires move into program management. Box 178D, BROADCASTING.

Free lance copywriting. Production spots, comedy spots, attention-getting voices. Send us your problem accounts. Box 183D, BROADCASTING.

Attention station managers: If it's a dependable assistant, engineer, announcer, program director, and janitor you need, I am your man. Box 193D, BROADCASTING.

Talented tyroette. Type persuasive copy. Operate console. Mike work. Available immediately. Box 196D, BROADCASTING.

Program-manager of a national network wishes to change position for one in the USA, in radio or television. Has had experience in all phases, operations, sales and management in the past sixteen years in a Latin-American country. Can write, direct and produce. Has been in show-business twenty-five years. Write Box 212D, BROADCASTING or call Highland 8-8149, Miami, Florida.

Aggressive young newsman, thoroughly experienced in electronic journalism, seeks position as news director. Recipient of five major news awards during the past twelve months. Eight years radio-television experience. Currently assistant director of six-man news staff in one of the top ten markets. Full details first letter. Personal interview required. Write Box 216D, BROADCASTING.

Newsman-announcer with first class ticket. Experienced. Versatile. Dependable. Midwest. $110 minimum. Box 239D, BROADCASTING.

Storz executive. Program director in major market now contract-free. Will travel for right deal. Top references. Contact Don Kelly, Sunset 4-2924, Minneapolis.

TELEVISION

Help Wanted—Management

President radio and tv multiple ownership needs administrative assistant. Must be willing accept responsibility and know corporate affairs. Send full details Box 205D, BROADCASTING.

Washington, D. C. consulting engineer seeks partner or senior associate. Staff knows of ad. Box 245D, BROADCASTING.

Sales

Wanted, general sales manager for outstanding tv station in Wichita, Kansas. Excellent opportunity for right man with thorough knowledge of national and local sales plus strong selling ability. Inquiries held confidential. Box 924C, BROADCASTING.

Must expand field sales force at once . . . Due to additional new products, major film company will consider salesmen or agents with experience in selling a product or service to tv stations. Protected, established territories available. Prompt interview arranged in your city. Box 181D, BROADCASTING.

Leading ABC affiliate in wealthy midwest market expanding sales force. Oportunity for experienced broadcast salesman who has creative approach and record of repeat sales. Send resume and photograph to Box 211D, BROADCASTING.

To: **EXPERIENCED TELEVISION FILM SALESMEN**

From: Major Film Distributor With Hundreds of Feature Films (Including Post '48), Top Westerns, Half-Hours and Serials.

Subject: Opportunity to Represent Us as an Independent Sales Agent, in an Established Territory, With the Privilege of Representing Other Allied Products.

Message:

1. Ordinarily, only lines with limited offerings and earning potential, are available to independent agents. Now, for the first time, a major line of over 1,000 films becomes available to independent sales agents in all territories.
2. If you are now an independent agent, representing a line which is not self-supporting, we will consider your retention of that line in addition to representing us.
3. If you wish to establish yourself as an independent sales agent, this major line will launch your endeavor immediately.
4. All replies confidential.
5. Write or wire us about your past and current activities.

P. O. Box 1034
Studio City, California

Help Wanted—(Cont'd)

Sales

Our hourly rate is $1,000.00; we cover 466,640 tv homes in the industrial heart of the progressive Piedmont area of North Carolina. We're a CBS affiliate now in our 12th year. Need an experienced man to serve as our local/regional sales manager. Background, experience and character are important. Exceptonal opportunity, immediate opening. Write fully, in confidence, include snapshot, to Dick Holloway, Salesmanager, WFMY-TV, Greensboro, North Carolina.

Pursuasive, energetic, experienced tv time sales for top 50 local market write or call Joel Leonard, 803 E. Indianola Ave., Youngstown 2, Ohio.

Announcers

Experienced announcer or announcer-switcher for Colorado tv station after first of year. Permanent position. Send complete details, photo and tape. Box 985C, BROADCASTING.

Television station in midwest major league city has opening for sports announcer. Send photo, tape and resume. Write Box 157D, BROADCASTING.

Experienced on-camera announcer. Must be strong newscaster. Should have ability to also gather and write news. Excellent opportunity. Complete details should also include recent snapshot and tape. Manager, KSWS-TV, Roswell, New Mexico.

Want to learn tv? Announcer wanted immediately. Permanent job. Send details, photo to P. S. Abbott, Manager, WSYE-TV, Elmira, N. Y.

Experienced, mature announcer with good commercial style for NBC-TV affiliate in south Texas. We are interested in permanent addition to our present staff. Send picture, voice tape and references to Lynn Pentony, P.O. Box 840, Corpus Christi, Texas.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Wanted, one first-class radio-phone licensed television engineer capable of maintenance, transmitter maintenance and video switching duties. Station full power, uhf operation located in up-state New York. Box 114D, BROADCASTING.

Transmitter engineer, experienced and capable, top pay for top work. Leading midwest full power vhf. RCA equipment. Box 172D, BROADCASTING.

Engineer for uhf tv station. Transmitter and control room. Good salary plus fringe benefits. Contact Chief Engineer, WCOV-TV, Montgomery, Alabama.

Palm Beach vhf station has immediate opening for experienced studio supervisor. First class ticket, capable of maintaining all types of studio equipment required, regular hours, above average area salary, ideal working and living conditions in America's winter playground for the right man. Call or write Lew Evenden, Chief Engineer, WPTV, Channel 5, Palm Beach, Florida.

Chief engineer 1 kw uhf. WXTV, Youngstown, Ohio.

Maintenance engineer needed for maximum power vhf station. Gulf coast of Texas, shirt sleeve weather year around. No operating or board shifts. 2 or 3 years maintenance experience with RCA equipment required. Contact Jerry E. Smith, Chief Engineer, Box 840, Corpus Christi, Texas.

Production-Programming, Others

Expanding medium midwest market demands expanded new operation. Good chance for advancement. Salary open. Prefer experience but will consider beginner with B.A. Send complete data, tape and salary requirements first letter. Box 133D, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman: Growing midwest NBC affiliate with small but excellent news staff and sound news policies has opening for man capable of airing major newscast daily, plus handling general news duties including reporting and newsfilm coverage. Should have good news background, college training desirable but not necessary. Permanent responsible position for right man. Box 167D, BROADCASTING.

Leading south Florida tv station has immediate opening for experienced tv copywriter. If you want to write and that's all, this is the job. Send full details, minimum salary requirements to Box 231D, BROADCASTING.

TELEVISION

Situations Wanted —Management

Manager/operations manager. 37, eleven years broadcasting experience, last eight as general manager of television station in medium market. Sales department (local-regional-national) background plus operational know how. Negotiated all union contracts for station. Type of operation and ownership of paramount importance-Title unimportant. Have strong record as right-hand man. Very well known and regarded in industry. Will bring strong ideas plus integrity, willingness to work and ability to follow through. Married, one child, will move to opportunity. If your in need of strong salesman with dept of character and fully convesant with industry and its problems and solutions, contact Box 218D, BROADCASTING.

Sales

Currently employed as national and general sales manager. Supervise local sales force and sell locally Excellent recommendations from agencies, station representatives and clients. Desire change. Please write Box 244D, BROADCASTING.

Announcers

TV or not tv—That's the question. Announcer for ten years—Wants to learn tv ropes. Photogenic, imaginative, sincere and available. "Take me to your camera." Write for pictures, film and resume. Box 156D, BROADCASTING.

Experienced announcer. Former entertainer, 26. Seeks tv future. Have kiddie show idea. Box 225D, BROADCASTING.

Radio-tv personality in metropolitan midwest market. Family man in late 20's earning $9000. Happy, but wanting to advance. Box 163D, BROADCASTING.

8 years radio experience. Want tv or radio and tv opportunity. Sports play-by-play and staff announcing. 26, family, college graduate. Finest character and references. Employed. Box 177D, BROADCASTING.

Television staff announcer. Mature, dependable. Seven years present position. Video tape audition. Box 179D, BROADCASTING.

Ten years radio-television broadcasting. All phases. Degree. Married. Twenty-nine. West coast. Available March 1st. Box 241D, BROADCASTING.

Technical

Experienced tv studio and transmitter maintenance man available. 1st phone. Box 186D, BROADCASTING.

Stu tech, 3 years experience cam and aud. Wish re-ent tv ind aft 1 yr abs. Loc anywr. Rep Box 215D, BROADCASTING.

Stop! Yes, stop gambling on new employees. Mature and conscientious fully trained technicians immediately available. Not licensed, but handle equipment like veterans. Why jeopardize your commercial rating with a possible dud. For full information, contact Intern Supervisor, WTHS-TV, Miami.

Situations Wanted—(Cont'd)

Production—Programming, Others

TV-radio promotion. Creative eye to detail. Know how contests build audience. Establish or continue firm relations with press for trade, planting releases, listings. Facile writer. Box 166D, BROADCASTING.

Producer-director . . . 6 years commercial-military-educational tv. Married, 25, B.A. Preferably southwest-west. Resume, excellent references. Available mid-February. Box 175D, BROADCASTING.

Images improved! Sales promotion director, rich background in programming, pubserv available. Have clever, new program profiles, mailing pieces, advertisements, the works, flowing before Christmas. Get set for bigger '61 billings. Hard working family man. Only one in stock. Write Box 180D, BROADCASTING, today.

FOR SALE

Radio/tv, animal/pet presentation for sale. Box 232D, BROADCASTING.

Equipment

Stainless G24 heavy duty 150 foot tower, like new, dismantled, prime coat with lighting, priced to sell. Phone 334-2218, WCHN, Norwich, New York.

Remote control system, Gates RDC-10 for 1 kw transmitter. Combined operation after one year use in daytimer. Available immediately. Excellent condition. Best offer over $600. Call or write WFRB, Frostburg, Md.

1957 Volkswagen 231 Kombi bus with Onan one kw. remote start generator, model 1AJ-1R, BC-604 transmitter and BC-603 receiver both converted and with 110 VAC power supplies, remote controls and antenna. Priced for quick sale. WJTN, Jamestown, New York.

Complete radio system licensed 166.25MC in Volkswagon bus. Will sell bus and/or equipment. WWOK, Charlotte, N. C.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service, Eidson Electronic Co., Box 31 Temple, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8″ thru 24″. Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

WANTED TO BUY

Stations

Construction permits in Arizona, New Mexico, Nevada and California wanted. Will buy all or majority at top prices. Do not reply after December 31. Kandel Corp., 4010 Virginia Ave., S.E., Charleston, W. Va.

Equipment

Will exchange interest in AM radio c.p. for 1 kw equipment. Box 171D, BROADCASTING.

Wanted: Used PT-6P Magnecord amplifier in good condition. KWHW, Altus, Oklahoma.

Monitors and other equipment—from studio to tower—including automatic devices, needed for new FM station. WCRT, Birmingham, Alabama.

3-5 fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronic Supply, 75 Varick Street, New York 13.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 440 Columbus Ave., N.Y.C.

WANTED TO BUY

Equipment (Cont'd)

Wanted: 1 television filter plexer, uhf, preferably Channel 43, RCA. Will consider other channels. Norwood Patterson, 1111 Market Street, San Francisco, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license. Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC first phone license preparation. High record of results from our proven method. Announcer Training Studio, 25 W. 43, N. Y., OX 5-9245.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instructions at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

RADIO

Help Wanted—Announcers

We Need . . . A Pro

Primarily for D.J. but with news experience. Crack station in Ohio's third market. No Rock, but tight operation. Salary open. Interested? Send tape, picture and full information to:

Box 142D, BROADCASTING

Help Wanted—(Cont'd)

Announcers

OUTSTANDING
OPPORTUNITY

For mature morning man with top metropolitan Canadian station. Sincere warmth essential. Music policy middle-of-the-road.

Apply

Box 932C, BROADCASTING

Sales

SALESMEN
Sell Iowa's Number 1 station in Iowa's Number 1 market. Send Full details.
Box 233D, BROADCASTING

Production-Programming, Others

NEWSMAN

Power station in large market, Great Lakes area, has excellent opening for high-grade newsman. State full details and send tape first letter.

Box 798C, BROADCASTING

COMPLETE STAFF WANTED
Program director, news director, staff men for #1 Top 40 switching to adult format. Must be personalities willing to work for good pay. Salary range $6,500 to $10,000. Good size midwestern market.
Box 235D, BROADCASTING

FOR SALE

Equipment

AN ENTIRE UHF TV STATION
A complete television station package including everything evcept the tower and transmission line. Camera, projectors, micro-wave units, film camera, slide proj., Chan. 26, program tested, but never on air. Lots of extras—Auricon sound camera, etc. WHUT, Anderson, Indiana. Phone 4-1255.

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to

MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

Spotmaster
NO. 1
IN CARTRIDGE TAPE EQUIPMENT
SEE THE NEW SPOTMASTER 500
A complete tape cartridge and self cueing record-playback combo unit.
For details or demonstration, write
VISUAL ELECTRONICS CORP.
354 W. 40th STREET, NEW YORK 18, N.Y.

WANTED TO BUY

Stations

TO LEASE: Radio Station with option to buy. Must be situated in New England preferably or East Coast.

Box 238D, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

BROADCAST PRINTING
New Approved
STANDARD BILLING FORMS
FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days.
Send copy for your imprint.
FREEBERN PRESS, INC.
Hudson Falls, N.Y.

STATIONS — FOR SALE

NORTHEAST—MAJOR MARKET—DAYTIMER

Best 1 kw signal you ever heard—Operating profitably but present gross could be tripled — Cash or Terms.

Box 990C, BROADCASTING

FOR SALE
STATION
C.P. Daytimer. West.
Box 129D, BROADCASTING

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Will exchange interest in a C.P. for 1 kw equipment.

Box 161D, BROADCASTING

ROCKY MOUNTAIN REGION

Top 250 Watt-Full Time in two station market.

Box 192D BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

Texas	Single	1 kw-D	$ 130M	terms
Ariz	Single	Fulltime	73M	29%
Tenn	Single	Daytimer	62M	cash
Miss	Small	1 kw-D	70M	terms
Calif	Small	daytimer	175M	29%
Fla	Small	Fulltime	35M	terms
La	Medium	Fulltime	158M	29%
Ala	Medium	250w	55M	19 dn
Fla	Medium	Regional	230M	terms
Mass	Metro	Daytimer	200M	29%
Texas	Metro	1 kw-D	225M	terms
Midwest	Large	low freq	700M	low dn
Fla	Large	Regional	200M	cash

And Others

PAUL H.
CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

Mid-West major $1,600,000—Texas single $47,500—Texas Single $60,000—80% of excellent Southwest single money-maker $65,000—Texas semi-major $147,000—Southwest high-profit fulltime regional $200,000—Rocky Mt. single regional $40,000—Southern single $45,000—Texas Commercial Wired Music Operation $45,000—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080, or Jack Koste, 60 E. 42nd., N. Y., N. Y., MU. 2-4813, or Dick Watts, 1300 Taylor, Amarillo, Tex., Dr. 4-2236.

STATIONS FOR SALE

SOUTH. Top one hundred markets. Full time. Good earnings. Asking $350,000 with 29% down.

WEST NORTH CENTRAL. Daytimer. Very profitable. Absentee owned. Asking $150,000 with 29% down.

CALIFORNIA. Full time. Market of 20,000. Asking $65,000 with $8,000 down.

WEST NORTH CENTRAL. Absentee owned daytimer. Billing $70,000 annually. Asking $90,000 with 29% down. Profitable.

CALIFORNIA. Full time. Top market. Doing between $5,500 and $6,000 monthly. Price open for quick sale.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

(*Continued from page* 109)

WMOZ Mobile, Ala.—Granted license covering change in ant.-trans. and studio location and type trans.; condition.

WNDA(FM) Huntsville, Ala.—Granted cp to change frequency to 95.1 mc.

KBIZ Ottumwa, Iowa—Granted cp to install new trans.

WGAU Athens, Ga.—Granted cp to install new trans.

WQMR Silver Spring, Md.—Granted cp to install new trans.

WETC Wendell-Zebulon, N. C.—Granted cp to install new trans. (main trans. location) as alternate main trans.

WHPL Winchester, Va.—Granted mod. of cp to change ant.-trans. location, make changes in ant. system and in ground system.

KHAR Anchorage, Alaska—Granted mod. of cp to change type trans. and specify studio location same as trans. location; condition.

WBTN Bennington, Vt.—Granted mod. of cp to change type trans. and operate trans. by remote control.

WGAW Gardner, Mass.—Granted mod. of cp to change type trans.

■ Granted following stations authority to operate by remote control: WAEW. WAEW Inc., Crossville, Tenn.; WGN, WGN Inc., Chicago, Ill. (main & aux. trans.); WBBF-FM, WBBF Inc., Rochester, N. Y.

KTMC McAlester, Okla.—Granted change of remote control authority.

WFBM-TV Indianapolis, Ind.—Granted extension of completion date to March 3, 1961 (aux. trans. & ant.).

License renewal

Following stations were granted renewal of license: WAYS Charlotte, N. C.; WCHL Chapel Hill, N. C.; WCKB Dunn, N. C.; WELS Kinston, N. C.; WFAG Farmville, N. C.; WKSK West Jefferson, N. C.; WMBL Morehead City, N. C.; WMSJ Sylvia, N. C.; WMYB Myrtle Beach, S. C.; WOXF Oxford, N. C.; WRAL Raleigh, N. C.; WRAL-FM Raleigh, N. C.; WTSB, Lumberton, N. C.; WDSC-FM Dillon, S. C.; WESC-FM Greenville, S. C.; WFMA(FM) Rocky Mount, N. C.; WLOS-FM Asheville, N. C.; WSNW-FM Seneca, S. C.; WSPA-FM Spartanburg, S. C.; WTMA-FM Charleston, S. C.; WLOS-TV Asheville, N. C.; WEED Rocky Mount, N. C.; WFBC Greenville, S. C.; WMUU Greenville, S. C.; WRAL-TV Raleigh, N. C.; WUNC-TV Chapel Hill, N. C.; WBMA Beaufort, N. C.; WMFD Wilmington, N. C.; WMNC Morganton, N. C.; WTOB Winston-Salem, N. C.; WHSC Hartsville, S. C.; WKBC North Wilkesboro, N. C.; WAGR Lumberton, N. C.; WSOC-TV Charlotte, N. C.; KNEW Spokane, Wash.; KXL Portland, Oreg.; KGFW Kearney, Nebr.; WDAU-TV Scranton, Pa.; WHMS Charleston, W. Va.; WRFL(FM) Winchester, Va.; WDJR(FM) Oil City, Pa.; WKAL Rome, N. Y.; WUST Bethesda, Md.; WJMD(FM) Bethesda, Md.; WLOS Asheville, N. C.; WSPA Spartanburg, S. C.; WBBO Forest City, N. C.; WFMO Fairmont, N. C.; WHPE High Point, N. C.; WKRK Murphy, N. C.; WMRB Greenville, S. C.; WRRZ Clinton, N. C.; WRXO Roxboro, N. C.; WSJS Winston-Salem, N. C.; WBAG-FM Burlington, N. C.; WBBO-FM Forest City, N. C.; WHKY-FM Hickory, N. C.; WHPE-FM High Point, N. C.; WRXO-FM Roxboro, N C.; *WHPS (FM) High Point, N. C.; *WUSC-FM Columbia, S. C.; WAMD Aberdeen, Md.; KUDU Ventura-Oxnard, Calif.; KJR Seattle, Wash.; WONO(FM) Syracuse, N. Y.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

970 kc

Fort St. John, B. C.—0.5 kw N, ND unl. 46 14 00 N 120 53 32 W 1 kw D.

1250 kc

Ottawa, Ont.—10 kw DA-1 unl.

CKRB St. George de Beauce, P. Q.—5 kw D/1 kw N DA-N unl.

1270 kc

CHWK Chilliwack, B. C.—10 kw DA-1 unl.

1280 kc

Estevan, Sask.—1 kw DA-1 unl.

1460 kc

CKRB St. Georges de Beauce, P. Q.—10 kw D/5 kw N DA-N unl. Now in operation on new freq. with increased power.

THE WAGES NOBODY COUNTS

Ask a wage earner his income, and he's likely to tell you his hourly rate. He forgets what many of us forget—that so-called fringe benefits are also part of his compensation. Fringe benefits* have a definite dollars-and-cents value. So, in a very real sense, they are supplemental wages.

A study shows that these supplemental wages average more than 62 cents per man-hour worked in business and industry. Another survey reveals that this is approximately six times as much as the average worker thinks fringe benefits cost. Obviously, these employee benefits cost billions and billions of dollars—on top of direct wages.

Fringe benefits actually amount to 19% of the average business and industrial payroll—so much that it's high time to stop taking fringe benefits for granted and to value them as supplemental wages.

**Vacations, holidays, group insurance, pensions, etc.*

REPUBLIC STEEL

CLEVELAND 1, OHIO

Republic Steel expands facilities to produce super steels

Improved, modern steels are reaching into space with man's highest dreams; circling the globe underwater as atomic subs; exploring the ocean's deepest chasms as bathyspheres. Modern steels contribute to the processing of wonder drugs, miracle fibers, the variety and abundance of gourmet foods that grace America's tables. Republic Steel is building vast new facilities for the production of these super steels, meeting the challenge of today's aggressive competition—at home and abroad.

Republic Steel today produces the world's complete range of standard steels and steel products.

OUR RESPECTS to George Curtis Reeves, exec vp, J. Walter Thompson Co.

He'll help make a strong agency specialty even stronger

Like a good many other agency executives, George Reeves, J. Walter Thompson Co.'s newly-elected executive vice president, is concerned over what he feels to be a tide toward less agency voice in the selection of network tv programming.

"We have a stake, independent of the network stake, to work as effectively and efficiently as we can on behalf of our clients' total marketing operation," he says with simplicity and conviction, noting the growing trend to participation shows in network prime evening time.

Mr. Reeves, moving into his 10th year as manager of Thompson's Chicago office, was elected last September to his new post (the first of its kind at the agency) in a top-level realignment to strengthen Thompson's already strong suit—its creative operations (BROADCASTING, Oct. 3).

Mr. Reeves thus assumes still broader management responsibilities as a member of the agency's executive committee, while supervising Chicago office operations of the nation's No. 1 radio-tv agency.

In 1959 that office accounted for 40% of JWT's overall broadcast billings—with an estimated $35.7 million in tv and $6.9 million in radio. It's reasonable to assume that, of the $126 million recorded by Thompson for radio-tv in 1960, the Chicago operation accounts for a similar percentage.

Bucking the trend ▪ One exception to the trend toward multiple or participating sponsorship shows, Mr. Reeves notes with evident pride, is Perry Como's *Kraft Music Hall* for Kraft Foods Co., serviced in Chicago. It's an example of a "good working arrangement" involving a single client, agency and network, he says.

In a career that spans 31 years with Thompson alone, Mr. Reeves himself has been identified with several classic advertising campaigns and programs, while exercising his strong forte—copy and a highly developed creative flair (for example, Ford's wartime campaign and theme, "There's a Ford in Your Future").

Mr. Reeves began unwrapping his creative talents while working for brief periods with Procter & Gamble and a small Cincinnati (Ohio) agency, the Walter F. Haehnle Co. A native of Cincinnati (born George Curtis Reeves on Jan. 28, 1905), he attended Highland and Woodward High schools there. He majored in English at the U. of Cincinnati and was graduated in 1927.

The day that decided Mr. Reeves' career was Nov. 15, 1929, when he joined J. Walter Thompson's Cincinnati office as a promising young copy writer. Transferred to Chicago in 1934, he went on to become copy group head and in 1944 annexed the title of creative director and vice president. He was elected a director in 1950 and Chicago office manager and member of the agency's executive committee the following year.

Starting with his JWT-Cincinnati association, he worked on such accounts as Woodbury, Crosley, Gruen watch, Jergens lotion and others (one of the more noted: Walter Winchell's network radio commentary for Jergens). Today, although freed from day-to-day creative chores, he rides managerial herd on Seven-Up, Quaker Oats, Schlitz, Kraft, Elgin, Johnson Motors and other blue chip radio and tv accounts handled primarily out of the Midwest.

Mr. Reeves also has been active in several posts with the American Assn. of Adv. Agencies, serving as governor and vice chairman of its central region and as head of the committee on improvement of advertising content from 1949 to 1952. He was national director 1954-57 and vice chairman in 1958-59.

Hard to ignore ▪ With that background, Mr. Reeves is quick to defend advertising as a profession, while citing the responsibility of media. Broadcast advertising has been a target, he feels, because of its "intrusive" nature and its "audible volume." But advertising's bad image, resulting from the quiz show and payola scandals and reflected in anti-advertising articles and books, is primarily the fault of people who failed to abide by the ethics of the business, he asserts.

JWT's Reeves
Taste makes the difference

Acknowledging instances of "program imbalance" (emphasis on crime and westerns) in network television, Mr. Reeves also is quick to stress that "even if we get the ratings, Thompson still attaches greater importance to the compatibility of program and commercial." He cites studies by JWT-Chicago's media research department showing audience reception of program format, characters and commercial climate.

Of radio, Mr. Reeves says: "We try to determine how it fits a client's particular marketing program and to find a way in which the message can stand out in the welter of commercials." Among the best examples: the five-minute Seven-Up programs with the Kingston Trio and the Schlitz celebrity spots with noted singers.

Mr. Reeves also has outside interests. He is a director of Chicago's National Boulevard Bank and the Horticultural Society and belongs to the Chicago Club and Exmoor Country Club. He and his wife, the former Margaret Fitzgerald (married Nov. 28, 1931), live in suburban Lake Forest, Ill. They have a daughter, Ellen Reeves Johnson. Mr. Reeves' hobbies, he reports, are curling, golf and reading.

Matter of taste ▪ Though he travels extensively, Mr. Reeves is not a hot trotter on the speaking circuit. But borrowing an old descriptive term in the profession, Mr. Reeves once told an AAAA central region meeting that "badvertising" might simply be nothing more than "bad taste." This was a problem when he brought it up in 1950 and he feels the definition might still apply in today's much-maligned moral advertising climate.

Admitting that standards of taste vary with people, groups and the times, Mr. Reeves is apt to quote Aristophanes:

"Happy is the man possessing the superior holy blessing of a judgment and a taste accurate, refined and chaste."

He feels the agreement reached last October between AAAA and Assn. of National Advertisers will be "a good thing," because "flagrant violators" can expect to be expelled from memberships.

Adds Mr. Reeves:

"Naturally, we at Thompson are greatly interested in radio and tv; thus, we're interested in anything that would endanger the media."

Off limits

SEVERAL basic questions of regulatory policy are involved in the FCC's proposal to amplify the financial reports that all station licensees must file each year.

It looks to us, and we are sure it will look to most broadcasters, as though the FCC wants to snoop into affairs that are none of its business.

For example, the commission proposes to require licensees to report profits and losses from all sources outside broadcasting. How far does the FCC think its jurisdiction extends?

If a licensee happens also to be in the theatre business, the FCC would require him to report his boxoffice receipts.

If a licensee is a newspaper publisher, the FCC wants to know how much money the paper is making or losing.

Does the licensee own a shoe store, a laundry, a grocery, a machine shop? Is he a butcher, baker, candlestick maker? If the FCC has its way, he must report his profit or loss from whatever it is. To us, this would put the FCC in possession of information that belongs to no government agency but the Internal Revenue Service.

The FCC, we suppose, will attempt to disavow any interest in businesses other than broadcasting. It will argue that it wants the financial information about non-broadcasting enterprises only to measure the extent of interlocking ownerships in broadcasting and other businesses or to appraise the financial qualifications of station licensees. But whatever the avowed or hidden purposes of the FCC, it cannot defend this excursion.

There are other features of the proposed revisions that are objectionable. Some of them would impose bookkeeping problems that would add substantially to station overhead, and, as the commission can easily learn from the information already available, many stations cannot afford a dime of added costs.

All broadcasters will want to study the FCC proposals, and many of them, we feel sure, will want a chance to tell the FCC what they think. The original deadline of Dec. 9 set for receiving comments was unrealistically abrupt.

The NAB has asked for an extension to Feb. 1, and the FCC was sensible enough to agree.

When the deadline is reached, the FCC ought to have a heavy sampling of broadcaster opinion.

Word game

LET'S start an exercise in semantics.

We note with some misgivings that the newspapers are referring to Pierre Salinger as President-elect Kennedy's *press* secretary. Actually, Mr. Salinger is Mr. Kennedy's *news* secretary since his responsibilities encompass all news media—newspapers, magazines, radio, television, newsreels and the news services (formerly called press associations).

Now the *press* conference of the pre-radio era long since has become the *news* conference, not only at the White House but all down the line.

Mr. Salinger has indicated there may be some changes in the format and perhaps the timing of the White House news conferences. Whether President Kennedy will go to the extreme of live radio-tv pickups or continue the policy of taped and filmed reports on a delayed basis initiated by President Eisenhower, with some variations, we doubt that he will in any way constrict or inhibit radio-tv coverage. His affection for the broadcast media has been made abundantly evident. Air exposure elected him.

Now back to our little game. If every newsman with access to the mike and camera (and every writer) will refer to Mr. Salinger as the President's *news* secretary beginning Jan. 20, we predict a landslide victory.

We venture, moreover, that broadcasters will have the avid support of Mr. Salinger's predecessor at the White House. With Jim Hagerty as ABC's post-inaugural vice president in charge of news and public affairs, this prediction can't miss.

Live and let live

MORE and more, advertisers are worrying about the cost of producing their commercials. The gravity of the situation was pointed up again at the fall meeting of the Assn. of National Advertisers last month, which devoted a panel session to costs and ways to keep them down. The economies to be found in careful planning were explored.

But inevitably, at the ANA meeting as in less formal forums where commercial costs are discussed, the talk got around to the current negotiations between the two major talent unions, AFTRA and SAG, and the networks, advertising agencies and producers. These negotiations, as we have said before, not only bear vitally on future costs but in the process may determine the extent to which advertisers can afford to stay in television, especially spot.

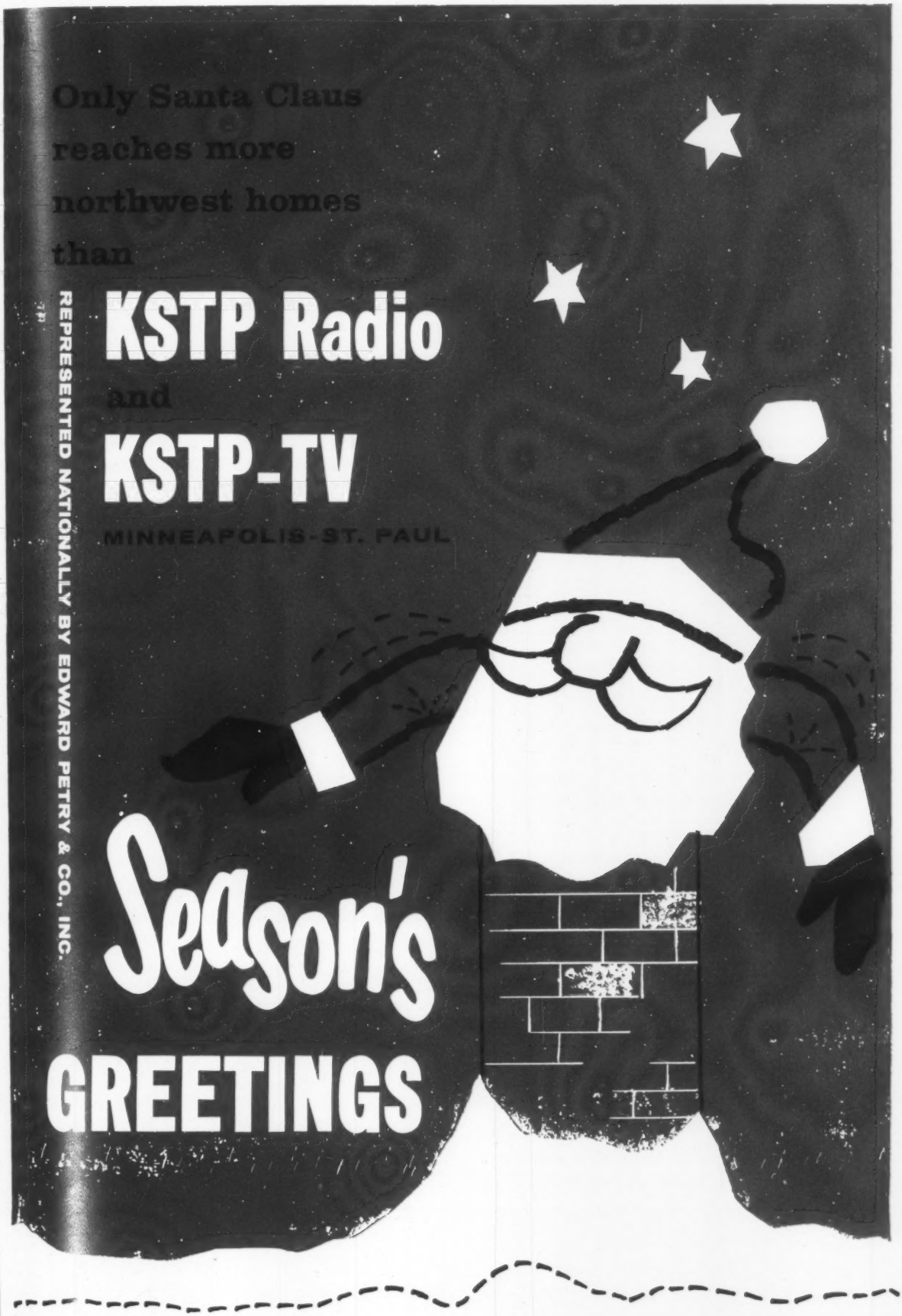
Late last week there were indications that the negotiators might come to an agreement at any moment. We would like to think that agreement will have been reached by the time this page is printed—if the terms are equitable. The negotiations have been difficult, but there is too much at stake to recommend agreement merely for the sake of agreement.

In a business that budgets millions of dollars for a single program series, and hundreds of thousands for a single show, it is understandable that the unions would seek pay scales above those that prevail in, say, the garment business. It is quite another thing, however, when union demands are so high—as AFTRA's and SAG's were at the outset in this case—that they threaten to drive television advertisers into other media. Neither management nor talent can expect to gain from that situation. If an illustration is needed, we ask how much money anybody expects to make next year in commercials for Shell Oil Co., which for reasons of its own —one of which presumably has to do with price—is dropping tv altogether.

Since the negotiations started, the unions have come down in their demands and the networks, agencies and producers have raised their offers. The issues are complicated and to a great extent still too clouded by secrecy. We can only hope that both sides realize that they have a responsibility to an entire medium as well as to the individuals in it, and that the outcome will permit talent, television and advertisers to benefit together.

Drawn for BROADCASTING by Sid Hix

"Why does she take a chance on getting a show of her own? She could be sure with Westinghouse!"


Only Santa Claus
reaches more
northwest homes
than
KSTP Radio
and
KSTP-TV
MINNEAPOLIS-ST. PAUL
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
Season's
GREETINGS